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BROADCASTING

Broadcast Advertising

Vol. 18 • No. 3

FEBRUARY 1, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Feb 1 1940

WOR *is happy to present*

the news that twenty-six of America's greatest network advertisers used **WOR** to supplement their network broadcasts in Greater-New York during the year 1939*

This is an increase of 37% over 1938 and an increase of 116% over 1935. Incidentally, some sponsors used more than one WOR show to supplement their network broadcasts.

SCHOOL OF BUSINESS ADMINISTRATION, Miami University

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XUM

from only two announcements

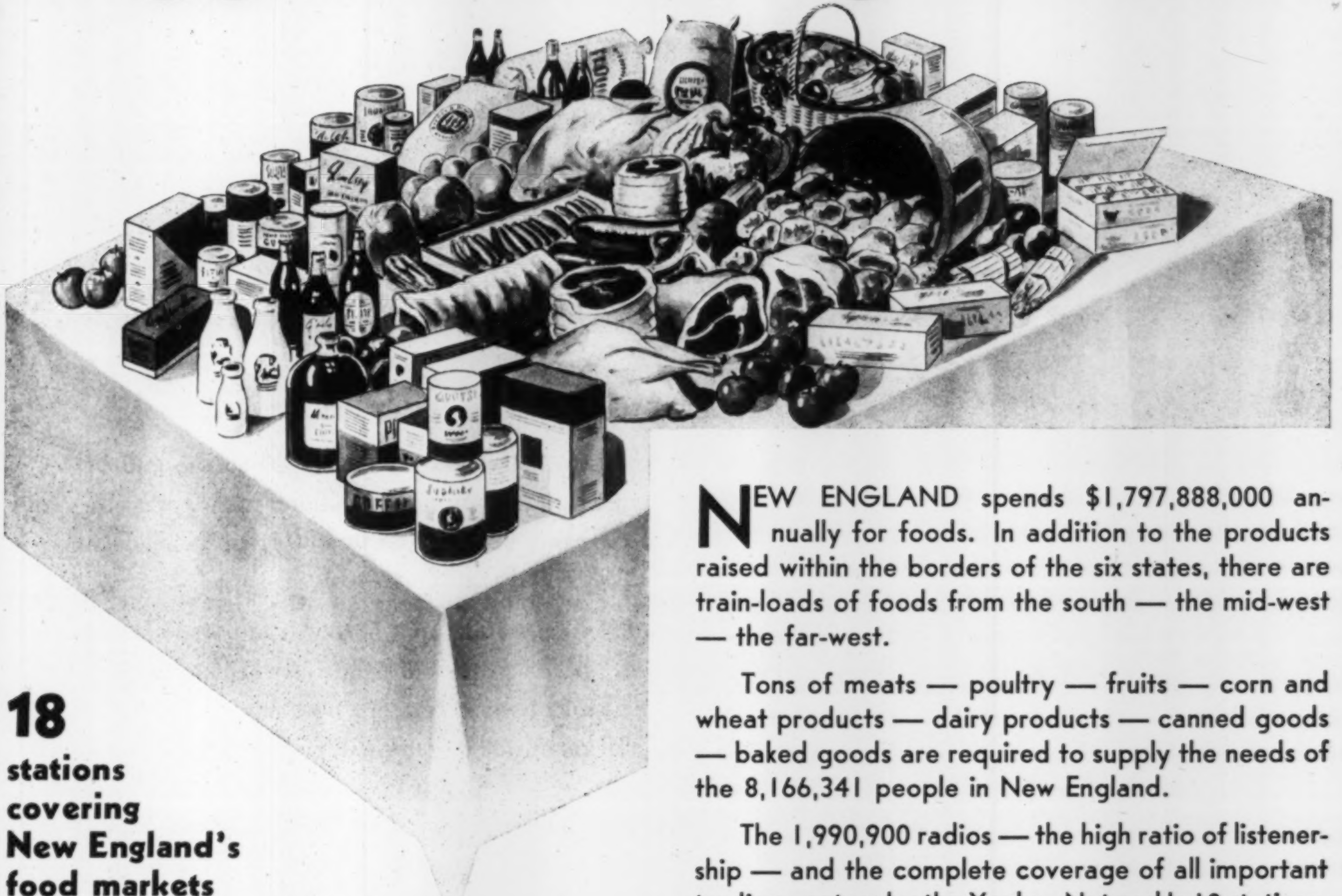
8,694 requests for a sample of hand lotion were received by one WLS advertiser from two announcements on the WLS Homemaker's Hour, 2:15-3:00 P. M. An analysis shows the balanced coverage which WLS offers.

25.5% of the requests came from Metropolitan Chicago
274 counties were represented in the four-state area—

82 of 102 Illinois counties;
81 of 92 Indiana counties;
56 of 71 Wisconsin counties;
55 of 83 Michigan counties.

WLS gives advertisers coverage of the Metropolitan Chicago market in addition and proportion to intense coverage of the four-state WLS Major Coverage Area—a balance of coverage that gets real, tangible results for WLS advertisers.

One of America's Biggest Dining Tables



18
stations
covering
New England's
food markets

NEW ENGLAND spends $1,797,888,000 annually for foods. In addition to the products raised within the borders of the six states, there are train-loads of foods from the south — the mid-west — the far-west.

Tons of meats — poultry — fruits — corn and wheat products — dairy products — canned goods — baked goods are required to supply the needs of the 8,166,341 people in New England.

The 1,990,900 radios — the high ratio of listenership — and the complete coverage of all important trading centers by the Yankee Network's 18 stations, with a potential audience of 5,982,238, can exert powerful force in putting more of your foods on one of America's biggest dining tables in 1940.

WNAC	Boston	WNBH	New Bedford
WTIC	Hartford	WHAI	Greenfield
WEAN	Providence	WBRK	Pittsfield
WTAG	Worcester	WLLH	Lowell Lawrence
WICC	Bridgeport New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WCOU	Lewiston Auburn
WLBZ	Bangor	WSYB	Rutland
WFEA	Manchester		
WSAR	Fall River		

EDWARD PETRY & CO., INC.
Exclusive National Sales Representatives

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

What ten years have taught t

First were the years of the Pessimist, the desolate years between 1930 and 1935 (years already a little hard to remember)...

In these years, Radio grew up.

It grew with explosive force. From 1930 to the end of 1934... against the down-pull of our deepest depression ...its audience surged from 12,000,000 radio families to more than 21,000,000 families.

Radio taught the pessimist that *here* was impact to break through fear; here was the old magic of words made new and winged and alive; here were new friendships, new loyalties, new measures of good-will created for men and merchandise.

Still more important in these years was the way in which radio delivered to its clients the *continuing market* of the country: the people with money to spend... even in a depression.

For the people with money to spend bought radios. They were scattered; distributed through every market, every population group, every income level, every age group. But radio picked them out wherever they were... these

t them both...

people with money to spend . . . the *continuing market* which kept the persistent pulse of American economy alive through the desolate years.

Now are the years of the Optimist . . .

Radio, depression-tested, has been tested again by prosperity. As the *continuing market* of the country spreads and deepens, radio's audience spreads and deepens, too. Today, radio reaches everybody everywhere; today, 28,000,000 families in the United States use 45,000,000 radio sets in their homes, in their cars, in their camps; take them along at play and on picnics.

Radio has taught the optimist that *here* is impact . . . undreamed of even a half decade ago.

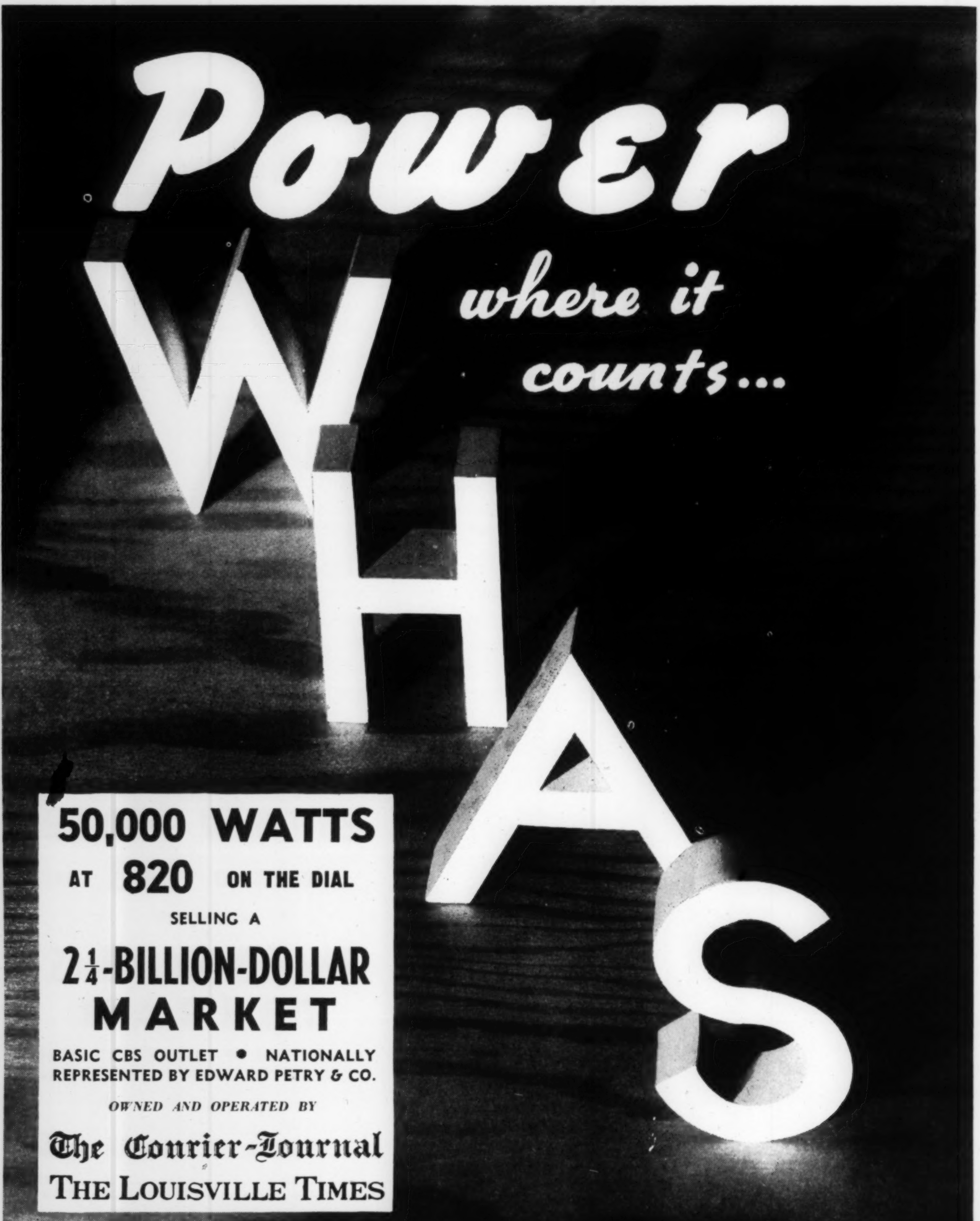
Every radio index is now at the highest point in its history. More people bought new radio sets in 1939 than in any previous year. More people listen longer, with greater interest, than ever before.* And industry, great and small, invested more money in radio advertising in 1939 than ever before.

Ten exacting years have taught the pessimist and optimist alike, what radio is and what radio can do.

Columbia Broadcasting System

**May we show you the data? Write to CBS at 485 Madison Avenue, N. Y.*

XUM


Power
where it counts...
WHAS

50,000 WATTS

AT 820 ON THE DIAL

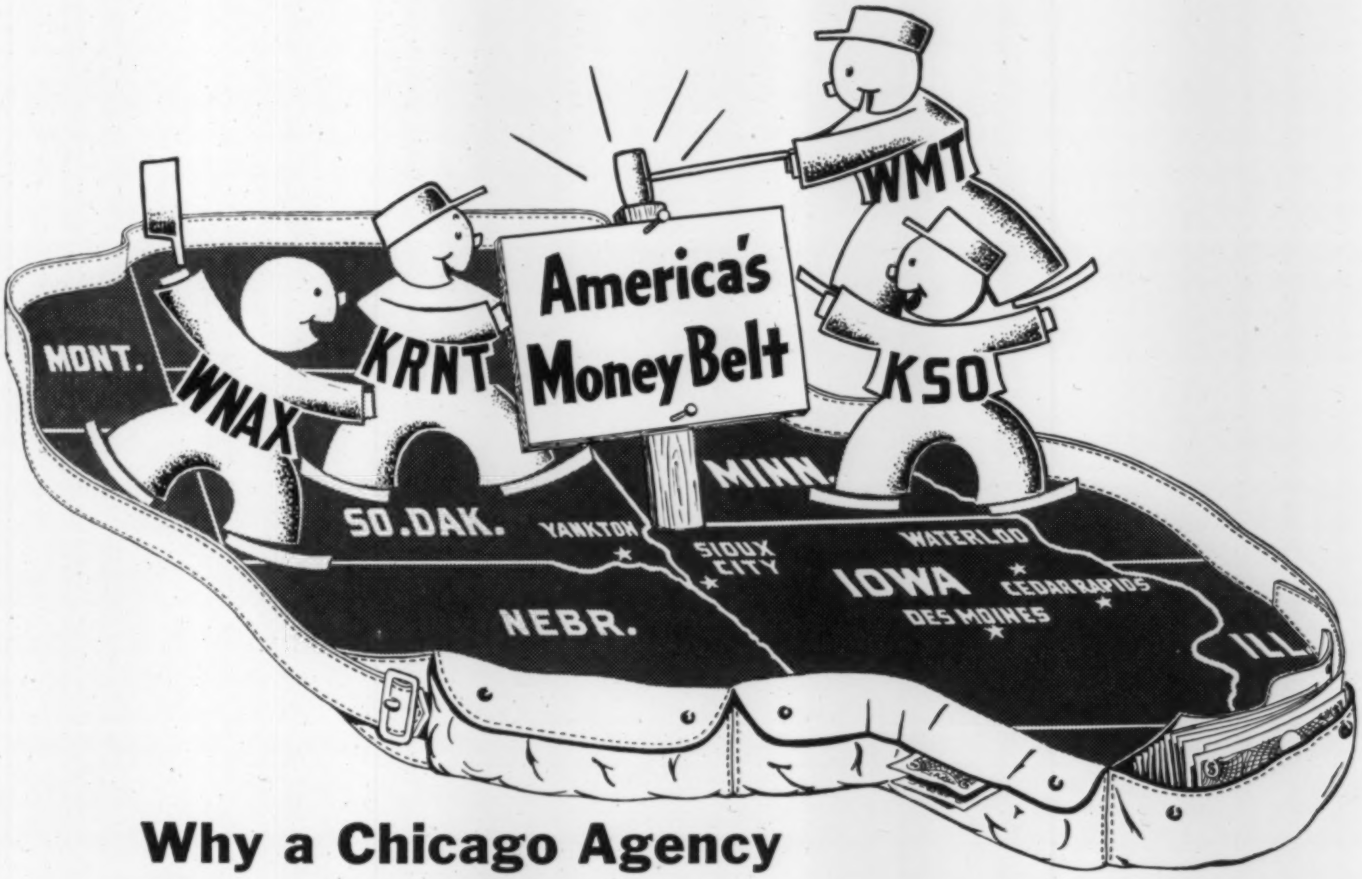
SELLING A

2¼-BILLION-DOLLAR MARKET

BASIC CBS OUTLET • NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal
THE LOUISVILLE TIMES



Why a Chicago Agency Man Called This Area..

"America's Money Belt"

Because this name fits our territory like a glove, we say to George F. Drake of Blackett-Sample-Hummert, Chicago, "Congratulations and $500!"

Yes, "America's Money Belt" fits perfectly because in our combined primary area 17% of the nation's total cash farm income is produced. "Money Belt" farms average $1,749.00 in cash income as compared with the national average of $1,184 per farm. Within our 385 primary counties are 17% of the nation's farm autos—over 25% of the tractors.

"America's Money Belt" is well divided as to population — two million of our people live in cities and towns, and nearly five million are rural. Its 1,500,000 families spend more than $1,500,000,000 annually with the 96,000 retail outlets in the area, among which are 20,630 retail food stores, 14,873 filling stations, 4,117 apparel stores and 3,048 drug stores.

For advertisers who enjoy working in "Pay Dirt" we have a far greater prize than that paid for the winning name—a 1½ billion dollar market put right in your lap by The Cowles Stations on one low combination rate. May we show you how it's done?

The Cowles Stations

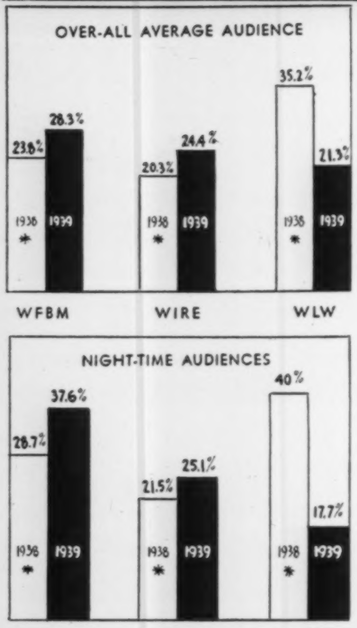
WMT ★ **KRNT** ★ **KSO** ★ **WNAX**
CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY

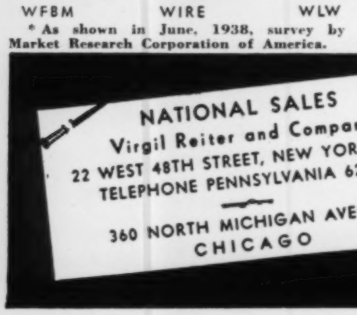
Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

IOWA UPSETS NOTRE DAME
NAVY BEATS ARMY
CHALLEDON OUTRUNS JOHNSTOWN!
TONY GALENTO FLOORS LOUIS
CORNELL SURPRISES OHIO STATE TEAM
SAMMY SNEAD BLOWS UP
ILLINOIS BEATS MICHIGAN

Winner and NEW CHAMPION in Indianapolis Radio!





* As shown in June, 1938, survey by Market Research Corporation of America.

. . . This Year IT'S WFBM

The turn came in the last five months of 1939—a trend so strong that by December all pre-conceived ideas of radio coverage in Indianapolis were out of date. In radio listening Indianapolis now stays at home—and to reach this rich Hoosier market you need the HOOSIER STATION. Here are the figures, from the report of the survey made the week of December 4, by ROSS FEDERAL RESEARCH CORPORATION (based on 8,880 completed telephone calls):

	WIRE	WLW	WIBC	ALL OTHERS	DON'T KNOW	WFBM
OVER-ALL LISTENING AUDIENCES	24.5%	21.3%	7.8%	4.7%	13.4%	**28.3%**
NIGHT TIME LISTENING AUDIENCES	25.1%	17.7%	Silent	3.4%	16.2%	**37.6%**

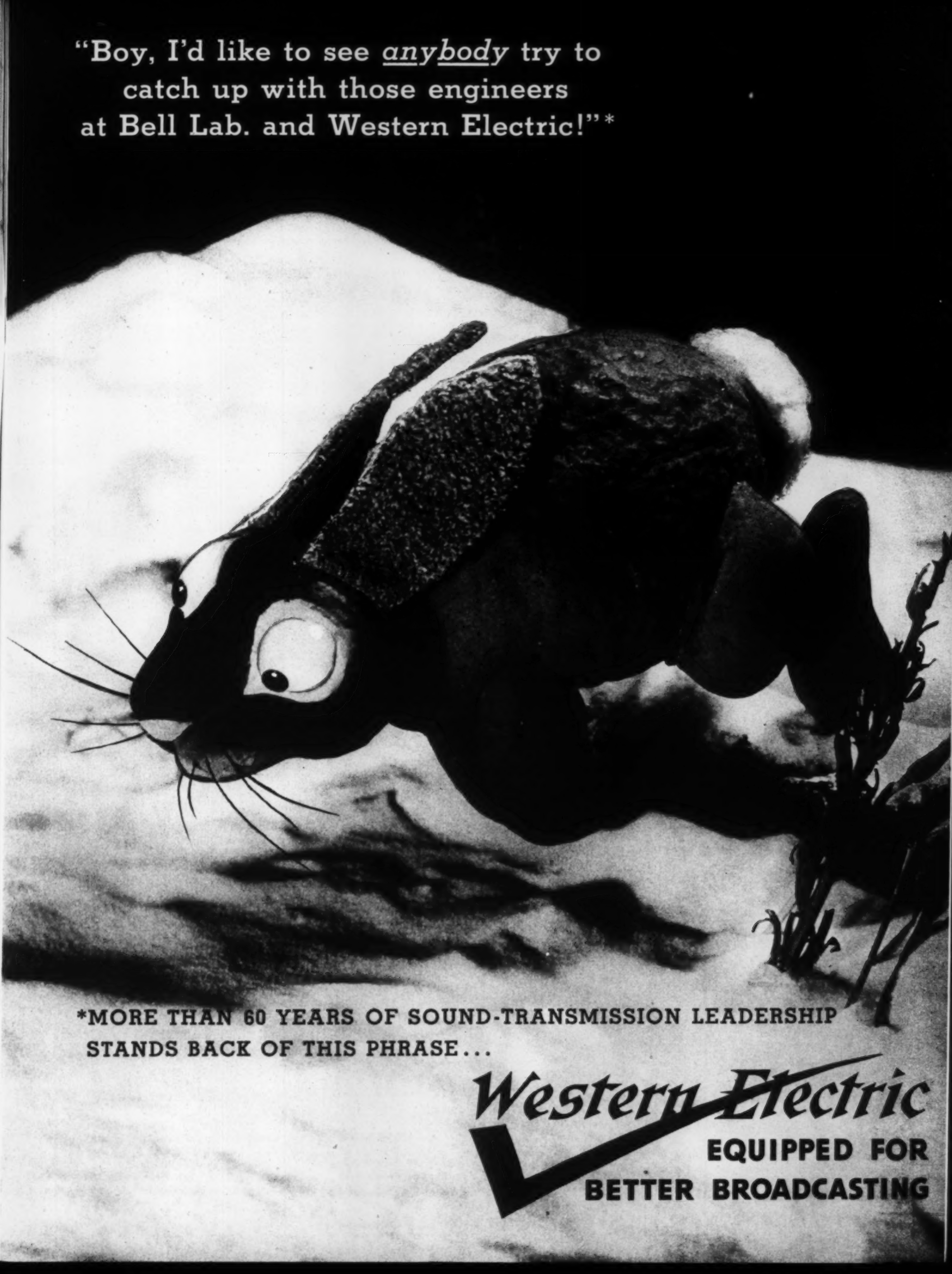
We have prepared a booklet giving the details of this important change. We'll be happy to send you a copy — it's important news to everyone interested in the Hoosier market.

NATIONAL SALES
Virgil Reiter and Company
22 WEST 48TH STREET, NEW YORK CITY
TELEPHONE PENNSYLVANIA 62409

360 NORTH MICHIGAN AVENUE
CHICAGO

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION



"Boy, I'd like to see *anybody* try to catch up with those engineers at Bell Lab. and Western Electric!"*

*MORE THAN 60 YEARS OF SOUND-TRANSMISSION LEADERSHIP STANDS BACK OF THIS PHRASE...

Western Electric

EQUIPPED FOR BETTER BROADCASTING

"I thought I needed a

to do a national sales job, but the NBC Blue Network

In Adam Madison Square Garden Shop Light Heavyweight Champion Billy Conn, who night before had defeated Henry Cooper, demonstrates punch to Sam Taub and Adam Store Manager William A. Wippman. "Billy," said Mr. Taub, "you certainly covered yourself with glory when you heaved that punch last night." "Yes, Sam," agreed Mr. Wippman, "and the big Blue Network audience that heard the broadcast will soon cover their heads with the Adam 'Hat of the Month' announced on the program. Adam Hat sales sure begin where the Blue begins!"

NBC Sportscaster Bill Stern grins over coffee as Sam Taub warms up vocal cords a moment before main bout begins. Said Bill, "I think the best proof that the Blue pays off is the fact that we've been doing this program for Adam Hats for three years—and in that time have grown from a 21-station network to 86 stations."

After the bout Adam Sales Manager Bill Pludo (right) and Chief Window Decorator Irving Rubenstein ate hot dogs. "I just heard," said Mr. Rubenstein, "that the boss plans to use the Blue for a 4th straight year." "That's swell," commented Mr. Pludo. "The Blue has helped make Adam Hats available almost everywhere."

million bucks

made me change my mind...fast!"

says LEON S. GOLDBERG

Advertising Director of Adam Hat Stores, Inc.

FROM ringside at Madison Square Garden on Jan. 10th, Adam Hat Stores sponsored its 42nd Sports Parade broadcast on the NBC Blue Network. Present were Leon Goldberg, Adam Hat Adirector, and some of his associates.

The photorecord of the evening shown here reveals a gay twinkle in Mr. Goldberg's eyes. It's a twinkle they've had since Nov. 26, 1937. For on that date, Adam Hats began an association with the Blue Network that almost overnight transformed a local business into a *new* business, a *national* business—a business growing by leaps and bounds. In 90 days, 200 new dealers had been signed, sales were up 200%! *Still* on the NBC Blue, "America's One-Price Hatter" is *still* growing! Has progressed from 275 stores and agencies in 1937 to over 2,000 world-wide outlets today.

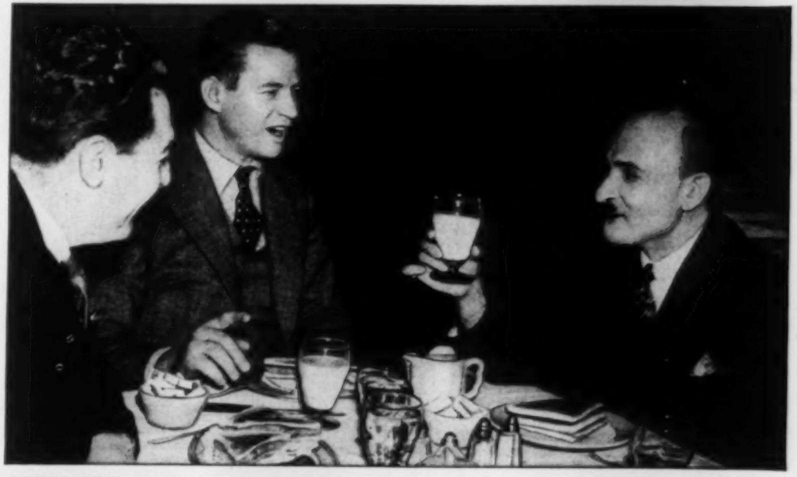
Adam has grown *economically*, too. Because these Blue Network broadcasts reach listeners in the national "Money Markets"—places where 72% of the country's effective buying income is *concentrated—at a low cost no other medium can match!* This is the result of the famous Blue Network Discount Plan, which enables the size of your network to grow with your business—for amazingly little. (22 stations were added to the Adam Hat network for only $200 extra per broadcast!) No wonder the twinkle in the Goldberg eyes!

You'll be surprised—and delighted, too—to see how a half hour on the Blue can give you *intensive* coverage of the *markets that count* at less than $5,000 per broadcast. This outstanding coverage at lowest national cost will put a twinkle in *your* eyes—and profits in your pocket! National Broadcasting Company. A Radio Corporation of America Service.

NBC BLUE NETWORK

Sales thru the air with the greatest of ease

Adam Hatter Goldberg shown during exciting moment of Conn-Cooper fight. His company's business has boomed since using the NBC Blue.



NBC Special Events Man Jack Hartley (left) and NBC Salesman Ren Kraft (center) hear Mr. Goldberg milk-toast. "To the Blue Network, gentlemen. The best and most inexpensive large-scale salesman I've ever known." That, incidentally, is one reason why 70% of the Blue's advertisers came back for more in '39 . . . why 17 new ones were signed up!

We don't believe in telling tales but . . . Joshed the gent on the right, "Another new Adam Hat, eh? What are you doing—paying for Adam Hat Broadcasts?" "No," was the reply. "But it wouldn't be hard. The Blue's national advertising cost is the lowest in the country!"

Head Adam Hatter Elias Lustig had this to say: "One of the things I like about the Blue is the way it gives us and other advertisers bonus after bonus in the form of increased coverage—*at no extra cost!* The Blue does it by constantly improving station facilities!"

"I DON'T LOOK LIKE *a guy with millions to spend*"

THE GREAT STATIONS ★ OF THE GREAT LAKES ★

But the men of iron and steel who live and labor inside our "Golden Horseshoe" *earn more than ten million dollars every week!*

When paymasters of blast furnaces, rolling mills and other iron and steel plants within the "Golden Horseshoe" (that super-market blanketed by WJR Detroit and WGAR Cleveland) have made their weekly round—*another ten million dollars has gone back into circulation.*

More than a half billion dollars paid every twelve months to a single industrial worker group! Three and one-half million to be spent every week for food alone. More millions for drugs, for clothing, for automobiles — *for your own product!*

Steel production here in 1939 was up 65% over '38. Pig iron production doubled. So look for *and take advantage* of another great year. Start selling through the Great Stations of the Great Lakes!

WJR

THE GOODWILL STATION

Detroit

WGAR

THE FRIENDLY STATION

Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 3 WASHINGTON, D. C., FEBRUARY 1, 1940 $3.00 A YEAR—15c A COPY

1939 Gross Time Sales Total $171,113,813

Gain of 14% Shown for Year, With All Branches of the Industry Participating; Net Shows Only 12% Increase

GROSS time sales of the broadcasting industry reached an all-time record of $171,113,813 in 1939, an increase of 14% over the preceding year, according to an analysis by BROADCASTING released in its 1940 YEARBOOK number, now being distributed.

Preliminary information regarding station and network revenues, used as the basis for the calculations, indicated that the record gross was largely attributable to an upturn in all classifications of business—network, national spot and local. Net time sales were computed at $130,800,000 for 1939 based on this preliminary information, representing a gain of approximately 12% over the preceding year's total.

Profits Sliced

While complete data for the 1939 year will not be available for several months—awaiting analysis of financial returns received by the FCC from all licensee stations—soundings within the industry indicated a diminution in net profit, despite increased gross. Increases in operating overhead, entailed not only by union labor demands and sky-rocketing program costs but also by installations of new and improved equipment, would tend to reduce net earnings. Moreover, virtually wholesale increases in power recently accorded stations, along with authorized removal of locations of transmitters, were expected to add substantially to payrolls, since in many instances retention of additional engineers and other personnel is necessitated.

The analysis of 1939 revenues was developed for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing of the University of Pennsylvania and a pioneer radio economist. The complete analysis is featured in the 1940 BROADCASTING *Yearbook* number.

The gross time sales figure for 1939 of $171,113,813 is directly comparable to the published total of $151,484,000 for national magazine advertising during the same year. The gross time sales figure was arrived at by multiplying the facilities used by the single time or insertion rate. Net time sales, on the other hand, represent advertising volume following deduction of cash and frequency discounts but not agency commissions.

In calculating the 1939 industry revenue, Dr. Hettinger used data from a cross-section of stations, along with national network gross time sales secured from the networks and the Publishers' Information Bureau. This data was projected pursuant to recognized statistical procedure

The estimated gross time sales for the medium as a whole for 1939 gave the national networks 48.5% of the aggregate, or $83,113,813 [BROADCASTING, Jan. 15]. This figure was not an estimate but a complete summary of the year. Dr. Hettinger estimated that national and regional non-network revenue amounted to $42,000,000, or 24.5%, while local advertising represented $46,000,000, or 27%.

On this basis, national network volume increased 15.9% during the year, national and regional non-network advertising approximately 12%, and local revenue about 15%. Total non-network business rose some 13% above 1938.

Estimated net time sales for 1939 attributed to national networks totaled $64,000,000, or 49% of the $130,800,000 aggregate. National and regional non-network revenue was estimated at $31,900,000, or 24.5%, and local advertising at $34,900,000, or 26.5%.

Dr. Hettinger pointed out that no figure is given for regional network advertising because conditions have been in a state of flux during the last year with regard to formation and operation of regional groups. Therefore, he stated, an estimate of volume was not deemed practical. He explained also that breakdowns of station net time sales between national and regional non-network business and local advertising also should be applied with a degree of caution due to lack of uniformity in classifying accounts in these categories by stations.

Ahead of Other Media

Radio experienced a greater growth in volume during 1939 than any other advertising medium. Compared to the estimated 14% increase in broadcasting time sales, national magazine advertising rose 9.1%, national farm paper volume 2.6% and newspaper lineage 1.5%.

Gross volume of national magazines, directly comparable to radio's gross time sales, amounted to $151,484,530, based on Publishers' Information Bureau figures. Gains were not general, however, and the major portion of the medium's increase was ascribable to an 18.6% rise in advertising volume of weekly magazines. National network advertising reflected improved business conditions with the spectacular gain of 15.9% over the preceding year as compared to a 5.1% increase in 1938, the *Yearbook* study showed. National network volume has increased steadily since the depression and, with the exception of 1938, has grown between 16% and 20% each year since 1935. Since, 1935, gross time sales for the networks has risen 66.1%.

In the non-network field, complete information on sponsor trends was not available. Based on the only available comparable data, largely supplied through the PIB Reports, the *Yearbook* study estimated that spot business during 1939 increased approximately 10% for automotive; 35% for tobacco products; 75% for confectionery and soft drinks; 30% for drug and toilet goods; 30% for silverware and jewelry; 50% for lubricants and petroleum

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814 U. S. Stations as of Jan. 1; Yearbook Number in the Mail

WITH 54 new stations authorized for construction by the FCC during 1939 (not counting one re-grant on Jan. 10, 1940) there were exactly 814 stations operating or authorized for construction in the United States and its possessions as of Jan. 1, 1940, and 90 others in Canada, according to the 1940 edition of the BROADCASTING *Yearbook* Number now in the mails to all subscribers. Their listing by States and Provinces, by call letters and by frequencies, together with ownership, personnel, equipment and other data, are among the features of the 446-page *Yearbook* Number—largest and most inclusive of the six annual editions thus far published by BROADCASTING.

Of the new stations authorized by the FCC, all but 38 were reported on the air or about to go on the air as of Jan. 15, 1940. Ownership of these stations will be shown in detail, together with personnel etc.

The 1940 *Yearbook* Number incorporates most of the former departments, revised and improved, and includes many new departments. Among these are tabulations of radio homes by States and counties, broken down for the first time by urban and rural; a compilation of group ownership and operation of broadcast stations; the first directory ever compiled of news and sports commentators and home economics specialists of stations and networks available for sponsorship; a directory of radio station representatives and their station lists; 1939 surveys of program popularity by A. W. Lehman of CAB, and by C. E. Hooper of the research firm bearing his name; a review of the history and progress of frequency modulation by Paul A. deMars, technical director of the Yankee Network; a review of radio law developments in 1939 by Paul M. Segal, Washington attorney; first directories ever published of farm and educational directors of stations and networks, and other departments.

The newspaper ownership directory, brought up-to-date as of Jan. 15, an exclusive feature of BROADCASTING, discloses that 269 U. S. stations and 26 in Canada have newspaper interests identified with their ownership. In the United States this compares with 239 as of Jan. 1, 1939, 211 as of Jan. 1, 1938.

A complete survey of the business of broadcasting during 1939, showing network and estimated spot and local receipts, with network breakdowns by classes of industries and by sponsor and agency billings, is included in the *Yearbook*, with total, spot and local estimates made by Dr. Herman H. Hettinger, University of Pennsylvania economist.

With each *Yearbook* will be included a copy of the BROADCASTING Outline Map of U. S. and Canadian Stations, measuring 26 x 38½ inches, one-third larger than previous maps. It is suitable for framing and one side carries a complete log by States, frequencies and day and night powers of all stations.

products; 25% for radio and phonographs; 30% for soap and kitchen supplies; 40% for wines and beer; about 20% for food. Shoe and leather goods advertising and furniture and house furnishing volume more than doubled, while important gains also were made in travel, hotel and financial advertising. Few losses were recorded and those occurred almost entirely in the less important national non-network product categories.

To the extent to which PIB reporting stations are typical of the medium as a whole, national and regional non-network advertising is less concentrated in a few product groups than is national network volume. Convenience goods gross time sales—shoe, drug and toilet goods, lubricants and petroleum products, tobacco, soaps and kitchen supplies, confectionery and soft drinks — on the basis of the PIB reporting stations accounted for 70% of the national non-network volume as compared to 84% in the case of national networks.

National Network Trends

Reviewing national network trends, for which data is definite, the *Yearbook* survey attributes the rapid increase in network volume following the slackening off in 1938 to the concentration of network business in the convenience goods advertising and more especially in the large manufacturers of products of this class. In this category were placed articles purchased in small units with high repeat sales such as food products, chewing gum and confectionery, toilet goods, pharmaceutical, soaps and kitchen supplies, tobacco products, and gasoline and lubricants. These products have represented an increasing proportion of total national network business annually. In 1930 they accounted for 50% of national network volume as against 71% in 1935, 84.5% in 1938, 87.4% in 1939.

"The trend toward increased daytime advertising continued in 1939 over national networks", the *Yearbook* study reveals. "Daytime volume, exclusively of Sunday afternoon, rose 23.4% during the year, while evening advertising increased 14.5%. Sunday afternoon advertising declined approximately one-fifth. Daytime gains have been striking since 1935, total daytime volume increasing 159% since that year as compared to a 47.1% increase in nighttime business.

Trends in Sponsorship

"The principal gains of importance among different product groups sponsoring national network advertising were in the tobacco, soap and housekeeping supply, drug and toilet goods, and gasoline and lubricants fields—all of them in the convenience goods category. Tobacco products advertising increased 32.8% as compared to 1938. Cigarette and other tobacco advertising have registered important gains in network volume for several years and 1939 gross time sales for this product group were 233.5% above those of 1935.

"Food and food beverage advertising gained 13.1% during the year. Principal increases were as follows: fruits, nuts and vegetables, 150%; meats, 18.9% miscellaneous food products, 18.9%; cereals 8.6%. Food beverage volume remained comparatively unchanged. Food advertising has increased consistently and in 1939 exceeded the 1935 level by 87.9%.

"Advertising in the toilet goods and pharmaceuticals fields increased 15.3% as compared to the preceding year. Dentrifice advertising rose 61.4%, toilet goods volume 30.3%, drug advertising 6.4%. Advertising by cosmetic manufacturers declined 13.5%. Combined drug and toilet goods volume has gained but 36.5% since 1935, due principally to reduced pharmaceutical advertising.

"Soap and housekeeping supplies increased their advertising over national networks 28.4% as compared to 1938, the entire gain being accounted for by laundry soaps. In 1939, network advertising by this product group exceeded the 1935 level by 292%. Lubricants and petroleum products volume rose 34% during the year and in 1939 just exceeded 1935 network advertising expenditures. Network advertising in this field has tended to fluctuate.

"Spectacular gains were experienced in a number of less important categories of national network advertising sponsors. Financial and insurance volume rose 164.3% in 1939, due principally to new appropriations amounting to $484,570 by insurance companies. Insurance advertising over national networks has been spotty, but last year exceeded the 1935 level by 134.2%.

"Clothing advertising gained 206.3% during the year, principally due to an increase in the men's clothing field, but remained 38.8% below the 1935 level. Jewelry and silverware gross time sales gained 176% as compared to 1938, but exceeded the 1935 level by only 31%.

"Other gains during the year were as follows: building materials, 35%; confectionery and beverages, 12.8%; paints and hardware, 24%; shoes and leather goods, 21%.

"Losses were experienced in several fields. The most important decrease has been in the automotive industry, where gross time sales dropped 21.2% from the 1938 level and were 24.6% below that of 1935. In recent years the automotive industry has increasingly used non-network advertising, and the limited data available indicates that further increases have probably occurred in this portion of the medium during 1939.

Political Decline

"Radio and musical instrument gross time sales dropped 23.8% during the year and were 19.5% below 1935. Furniture and house-furnishings volume decreased 18.9% but remained at slightly more than double the 1935 level. Radio advertising by publishers decreased 37.1% during the year. Machinery and farm equipment advertising over networks was practically discontinued during the year; travel and hotel volume dropped 25%, and wine and beer advertising decreased from $327,237 to $9,744. Political advertising was unimportant in 1939 as compared to gross times sales for $138,105 for that purpose during the preceding year.

"An examination of five year trends in national network sponsorship confirms the observation made earlier that an increasing proportion of total business was being concentrated in the convenience goods categories. With few exceptions, gross time sales of specialty goods (such as automobiles, radios and electrical household equipment) and shopping goods (such as furniture, house-furnishings, silverware and jewelry), have either declined as compared to 1935 or have grown less rapidly than has national network advertising as a whole."

'Broadcasting' Announces Staff Changes

WITH THIS ISSUE, BROADCASTING announces several changes in its staff. Gate Taylor, since 1931 advertising manager, and Paul Brines, for the last two years our representative in Chicago, have resigned. Succeeding Mr. Taylor, Maury Long, New York advertising representative for the last three years, has been named advertising manager and will continue to headquarter in our New York office, while Norman R. Goldman, promotion manager, will become business manager at Washington headquarters. The Chicago office, starting Feb. 1, will be headed by Edward Codel, who has been appointed Midwest manager. He succeeds Mr. Brines, who has joined the Ray Linton program production service. Mr. Codel, until joining BROADCASTING, was on the sales staff of WBAL, Baltimore. He is a graduate of the University of Minnesota, and formerly worked with KNX, Hollywood.

National Network Broadcast Advertising By Kinds of Sponsoring Business: 1939[1]

Kinds of Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1. Automotive Industry	$321,695	$297,452	$364,465	$335,664	$351,314	$279,519	$253,722	$232,471	$182,419	$220,394	$217,422	$219,342	$3,275,879
2. Building Materials	26,794	30,600	30,538	22,412	14,753	9,108	....	....	....	12,790	12,790	15,988	175,773
3. Cigars, Cigarettes & Tobacco	835,736	795,642	884,649	870,332	920,545	886,648	1,000,123	1,047,935	969,348	1,170,285	1,153,167	1,133,680	11,668,090
4. Clothing & Dry Goods	22,133	30,389	47,887	21,728	27,555	3,032	....	8,099	22,725	13,036	20,064	37,271	253,919
5. Confectionery, Gum & Ice Cream	143,446	136,840	159,934	202,164	205,037	199,361	218,218	217,036	209,306	206,968	183,282	193,905	2,275,492
6. Drugs & Toilet Goods	2,045,354	1,858,689	2,019,714	1,781,020	1,843,919	1,718,468	1,583,192	1,498,233	1,538,420	2,150,477	2,162,894	2,225,291	22,425,671
7. Financial & Insurance	40,620	53,470	63,540	53,565	73,950	128,634	97,317	109,206	101,857	107,029	98,126	92,435	1,019,749
8. Foods & Food Beverages	2,174,501	2,057,580	2,341,267	2,038,942	2,071,566	1,901,979	1,450,918	1,439,741	1,650,918	2,401,313	2,546,208	2,574,845	24 649,778
9. Garden & Field	....	....	....	....	....	....	....	....	....	....	....	....	....
10. House Furniture & Furnishings	49,052	38,534	38,496	39,187	65,024	18,311	22,888	23,420	47,964	61,764	45,229	49,163	499,032
11. Jewelry & Silverware	33,095	26,604	26,302	32,940	26,223	....	....	....	....	27,262	27,919	34,899	235,244
12. Lubricants & Petroleum Products	325,366	319,841	382,289	321,299	393,549	360,199	241,859	287,327	375,264	427,642	423,839	417,129	4,275,603
13. Machinery & Farm Equipment	140	117	70	....	....	....	....	....	....	....	....	....	327
14. Office Equipment	....	....	....	....	....	....	....	....	....	....	....	....	....
15. Paints & Hardware	55,789	46,802	50,476	27,267	19,392	2,200	....	....	6,632	45,451	38,192	47,956	340,157
16. Radios, Phonographs, Etc.	110,071	67,618	66,745	81,518	62,560	88,486	84,295	69,490	72,516	47,490	61,786	48,199	860,724
17. Schools & Correspondence Courses	....	....	....	....	....	....	....	....	....	1,160	5,764	8,432	15,356
18. Shoes & Leather Goods	3,314	2,550	2,498	3,515	38,555	33,875	32,330	49,606	52,542	58,923	13,800	3,657	295,165
19. Laundry Soaps & Housekeepers' Supplies	713,721	690,664	818,235	746,349	856,954	792,319	771,338	818,289	812,198	923,238	925,282	915,038	9,783,625
20. Sporting Goods	....	....	....	....	....	....	....	....	....	....	....	....	....
21. Stationery & Publishers	23,400	41,952	48,180	47,472	29,286	23,398	23,526	29,261	23,634	6,084	....	....	296,193
22. Travel & Hotels	13,035	8,218	5,808	....	1,540	5,933	10,352	....	....	....	....	....	44,886
23. Wines & Beer	2,315	1,578	1,135	....	....	....	....	....	....	....	3,960	756	9,744
24. Miscellaneous	83,460	61,702	51,285	52,263	32,628	19,351	22,720	28,802	23,286	182,823	96,468	108,618	713,406
TOTAL	$7,023,037	$6,566,842	$7,403,513	$6,677,637	$7,034,350	$6,470,771	$5,812,793	$5,858,916	$6,089,029	$8,014,129	$8,036,192	$8,126,604	$83,113,813

(1) Source: Publisher's Information Bureau, Inc., Monthly *Network Radio Broadcasting* Reports.

Supreme Court Broadens Power of FCC

Free Competition Theory May Be Upheld

A FREER hand in dealing with applications for new stations, eliminating all questions of priority, was given the FCC Jan. 29 by the U. S. Supreme Court in unanimously deciding the Pottsville and Heitmeyer cases.

In both instances the court reversed the U. S. Court of Appeals for the District of Columbia, which had previously mandamused the FCC to carry out its instructions after reversing the Commission's denials of new applications for stations in Pottsville, Pa. and Cheyenne, Wyo.

Economic Angles

The precedent-making rulings by the highest tribunal also indicated the court would sustain the FCC's philosophy that it is under no duty to protect existing licensees from competition from new stations which it may authorize. This issue, raised in the much-litigated Sanders Bros. case, will be argued before the court about Feb. 9, with a decision expected a few weeks later.

The ruling in the Sanders case, involving efforts of WKBB, Dubuque, Ia., to block licensing of a second station in that city on competitive and economic grounds, is destined to chart the future course of the FCC in regulating broadcasting. This decision will peg the FCC either as a sort of super-traffic cop of radio, as now contended by the Commission, or as an absolute czar over all other business and program operations of stations, which the FCC contends it must be if its theory is rejected.

Associate Justice Felix Frankfurter delivered both opinions, concurred in by all other members of the court, with Justice McReynolds concurring in the results only. In effect, the court held that the lower court does not control the administrative actions of the FCC and therefore cannot mandamus it to carry out administrative procedures. The highest tribunal held that courts are not charged with general guardianship against "all potential mischief in the complicated tasks of Government" and declared that Congress, which creates and sustains these agencies, "must be trusted to correct whatever defects experience may reveal."

While no mention was made in the Pottsville and Heitmeyer opinions of the economic issue, the court's repeated references to FCC procedure were viewed as indications that it would uphold the Commission's contentions and again reverse the lower court in the Sanders case. A half-dozen cases before the lower court involve the economic and competitive questions. This inference was drawn from the Frankfurter opinions, primarily because it was made clear that the jurisdiction of courts over other courts differs from that of jurisdiction over administrative tribunals.

The decisions in the Pottsville and Heitmeyer cases are brilliant victories for William J. Dempsey and William C. Koplovitz, general counsel and assistant general counsel respectively, of the FCC. Frequently at loggerheads with the lower court, they have steadfastly maintained that the tribunal cannot usurp FCC administrative authority. The Supreme Court's opinion upheld their views in all respects. They also have been the foremost advocates of the "survival of the fittest" theory in radio competition as raised in the Sanders case, with some members of the FCC itself apparently holding a contrary view.

Further Ruling Asked

Coincident with these developments, it was learned the FCC proposes to ask the Supreme Court to determine finally whether the lower court has any jurisdiction over FCC decisions denying assignments of license. This issue is raised in the appeals of both CBS and KSFO, San Francisco, from the Commission decision denying assignment of KSFO under lease to the network. The lower court Jan. 27 granted an FCC motion to suspend for 30 days further proceedings on these appeals while the Government seeks a Supreme Court review of this question.

In the Pottsville case, the court pointed out that Congress moved under the spur of a widespread fear that in the absence of Government control the public interest might be subordinated to monopolistic domination in the broadcasting field. To avoid this, it held, Congress provided for a system of permits and licenses.

Justice Frankfurter referred to the yardstick of public interest, convenience and necessity as the touchstone for the exercise of the Commission's authority. Subordinate questions of procedure in ascertaining public interest, the court said, were explicitly and by implication left to the Commission's own devising "so long, of course, as it observes the basic requirements designed for the protection of private as well as public interest." The Communications Act, it was added, is not designed primarily as a new code for the adjustment of conflicting private rights through adjudication but rather it expresses a desire by Congress "to maintain, through appropriate administrative control, a grip on the dynamic aspects of radio transmission."

BLIND and paralyzed, Chalmers Dick Koepman, 28, made his network debut as a pianist Jan. 21, broadcasting over MBS from the studios of WHK-WCLE, Cleveland. Loss of sight as well as use of two thumbs followed infantile paralysis. Koepman has his own eight-finger system of piano playing and his repertory includes 2,000 pieces.

Still More Appeals

THREE appeals were filed in the U. S. Court of Appeals for the District of Columbia Jan. 29 against FCC decisions authorizing new stations in Denver and in Spartanburg, S. C. KFEL and KVOD, both in Denver, appealed from the decision granting F. W. Meyer, manager of KLZ, Denver, a new 100-watt station in that city. Allocation and economics issues were raised. Virgil V. Evans, operator of WSPA, Spartanburg, appealed from the decision granting a new 100-watter in that city to Spartanburg Advertising Co., alleging that operation of the station would result in the financial and economical destruction of WSPA and would destroy or at least partially impair the ability of his station to serve public interest, convenience and necessity.

Basis of Appeal

The court recited that Pottsville Broadcasting Co. sought a construction permit for a station in Pottsville and that the Commission denied this application on grounds of financial disqualification and lack of local interest in the community which the proposed station was to serve. The lower court, on appeal, withheld judgment on the question of local residence but held the lack of financial qualification had been based on an erroneous understanding. The case was remanded to the Commission for reconsideration. The FCC, instead of following the petition of Pottsville to grant on the original application, ordered argument for Pottsville along with two rival applications. It was from this action that Pottsville finally procured a mandamus from the lower court following which the FCC appealed to the highest court.

The Supreme Court held that on review the court may correct errors of law, and on remand the Commission is bound to act upon the correction. But an administrative determination in which is "imbedded a legal question open to judicial review does not impliedly foreclose the administrative agency after its error has been corrected, from enforcing the legislative policy committed to its charge."

Summing up its ruling, the court said:

The Commission's responsibility at all times is to measure applications by the standard of "public convenience, interest, or necessity". The Commission originally found respondent's application inconsistent with the public interest because of an erroneous view regarding the law of Pennsylvania. The Court of Appeals laid bare that error, and, in compelling obedience to its correction, exhausted the only power which Congress gave it.

At this point the Commission was again charged with the duty of judging the application in the light of "public convenience, interest, or necessity". The fact that in its first disposition the Commission had committed a legal error did not create rights of priority in the respondent, as against the later applicants, which it would not have otherwise possessed. Only Congress could confer such a priority. It has not done so. The Court of Appeals cannot write the principle of priority into the statute as an indirect result of its power to scrutinize legal errors in the first of an allowable series of administrative actions.

Such an implication from the curtailed review allowed by the Communications Act is at war with the basic policy underlying the statute. It would mean that for practical purposes the contingencies of judicial review and of litigation, rather than the public interest, would be decisive factors in determining which of several pending applications was to be granted.

It is, however, urged upon us that if all matters of administrative discretion remain open for determination on remand after reversal, a succession of single determinations upon single legal issues is possible with resulting delay and hardship to the applicant. It is always easy to conjure up extreme and even oppressive possibilities in the exertion of authority. But courts are not charged with general guardianship against all potential mischief in the complicated tasks of government.

The present case makes timely the reminder that "legislatures are ultimate guardians of the liberties and welfare of the people in quite as great a degree as the courts." Missouri, Kansas & Texas Ry. Co. v. May, 194, U. S. 267, 270. Congress which creates and sustains these agencies must be trusted to correct whatever defects experience may reveal. Interference by the courts is not conducive to the development of habits of responsibility in administrative agencies. Anglo-American courts as we now know them are themselves in no small measure the product of a historic process.

Heitmeyer Proceedings

In the Heitmeyer case, Justice Frankfurter brought out that Paul R. Heitmeyer on March 25, 1935 applied for a new station in Cheyenne. The Commission after hearing that application and a competing one, denied Heitmeyer on grounds of financial disqualification. On appeal to the lower court, the Commission's decision was reversed and the case was remanded to the Commission. After Heitmeyer's appeal, two other applications for the same facilities were filed. The Commission ordered the Heitmeyer case reopened in conjunction with the pending rival application but before this hearing, Heitmeyer obtained a writ of mandamus directing the Commission to restrict consideration of his application to the record originally before it. Justice Frankfurter said the case was controlled by the decision in the Pottsville case.

In a strong brief in the Sanders Bros. case, filed with the Supreme

(Continued on Page 76)

FCC Acts on Reallocation; Three-Year License Indicated

Cardenas Signs Havana Treaty; No Reservations; Suspends One-Year Rule With Aug. 1 Renewals

ADVISED that President Cardenas of Mexico had signed the Havana Treaty Jan. 25, without reservations requiring further action by any of the North American governments, the FCC Jan. 30 took its first formal step toward effecting the reallocation of broadcast facilities in this country pursuant to the Inter-American Agreement [BROADCASTING, Jan. 1, 15]. Three-year licenses may be forthcoming under the reallocation.

That the reallocation will not become effective prior to Aug. 1, and more likely will be made operative in the fall, was indicated in the FCC action under which it suspended present rules providing one-year licenses for broadcast stations. Acting on a batch of more than 100 renewals due Feb. 1 for the new one-year tenure, the FCC ordered them extended only until Aug. 1. All existing licenses extending beyond Aug. 1 likewise will be modified to terminate on that date.

In that fashion, the Commission feels it can conveniently effect the widespread reallocation, which will involve the assignments of some 90% of the more than 800 stations without the necessity of calling in licenses. The order adopted gives all licensees until Feb. 15 "to show cause in writing why this order of modification should not issue effective March 1, 1940".

Three-Year Licenses

It was strongly indicated the Commission will be disposed to issue licenses under the allocation for terms of three years, the limit permitted by law, in lieu of the one-year period authorized Aug. 1, 1939. However, no stations yet have been issued full one-year licenses and the Commission has suspended the license extension before it becomes effective.

The license renewals temporarily extended on the eve of the Feb. 1 deadline affected stations operating on clear channels, including limited time and daytime assignments. It was the first batch of license extensions to fall due under the one-year provision. Other renewals since Aug. 1 have been for only the unexpired portion of the one-year term. The 106 frequencies on which broadcast stations are assigned have been staggered at two-month intervals from Feb. 1 for convenience in routine handling.

Effective Date Undetermined

Precisely when the reallocation will become effective cannot be determined until conflicts with other countries on the Continent are worked out respecting certain assignments. The only changes from the original treaty provisions are those provided for in a bi-lateral agreement with Mexico under which four frequencies allocated to Mexico will be kept entirely clear in this country, with no other station assignments on them, while on two other frequencies, only one station will be assigned in this country [BROADCASTING, Jan. 15]. The four entirely clear frequencies are 730, 800, 900 and 1570 kc. In addition it is agreed that on 1050 kc. only one station in this country (WHN, New York) will be assigned. On 1220 kc. the agreement permits only on station in this country to be located in the central area.

Formal conversations with Mexico, Canada and Cuba as to the effective date will not be undertaken until Mexico formally deposits with the Havana Government the signed treaty provisions. Meanwhile, the FCC is continuing its survey of assignments under the reallocation, and has made substantial progress.

The formal order indefintely suspends the rule fixing the license period at one year, and it modifies all outstanding licenses with expiration dates beyond Aug. 1, 1940 to expire on that date. Listed in the first group were 110 stations [see page 88]. The resolution said it appeared the reallocation can be effected by Aug. 1, 1940. There is nothing in the order, however, to prevent the FCC from issuing temporary extensions beyond that date.

Clear Channels Hit

NEW FRONTAL attacks on clear channels, seeking a "breakdown" which would destroy their present status by forcing duplicated operation, have developed at the FCC. Hearing on the application of WHDH, Boston, for fulltime on 830 kc., on which KOA, Denver, is the dominant outlet, began Jan. 29. On the same day, the FCC amended the issues to be considered by hearing on the application of WNYC, municipally-owned New York City Station, for night operation on 810 kc., on which WCCO, Minneapolis, is dominant. It specified as the issues whether the existing rules providing for clear channels would prevent granting of the application is properly applied and to determine interference to stations on adjacent channels The issues largely are the same as those involved in the WHDH attack.

Investigation Ordered by FCC Into Management Contracts

SETTING for hearing renewal applications of eight stations, all on clear channels, the FCC announced Jan. 30 an inquiry into management contracts to determine whether broadcast licensees are themselves discharging their duties as licensees or have turned them over to "outside companies". The action climaxed several years of discussion. Disclosures during the FCC's so-called Network Monopoly Inquiry last year had a bearing on the action.

The eight stations thus far set for hearing make up only a part of the list. About a dozen other stations, also operated under management contracts, will be cited for hearing as their renewals come due. Commissioner Frederick I. Thompson, appointed to the Commission last year from Alabama, was instrumental in forcing this issue largely because of an oft-expressed interest in WAPI, Birmingham clear-channel outlet, under lease from three Alabama colleges. His son-in-law, Bascom H. Hopson, present licensee of WJBY, Gadsden, and WHBB, Selma, formerly operated WAPI under contract. CBS now is in litigation with the FCC over a lease arrangement whereby it seeks to acquire a 45% interest in the operating company.

Others designated for hearing are Westinghouse stations WBZ-WBZA, Boston-Springfield; KYW, Philadelphia, and KDKA, Pittsburgh, which are program-managed by NBC; WGY, Schenectady, licensed to General Electric but program-managed by NBC; WESG, Elmira, N. Y., licensed to Cornell University but operated by Frank Gannett's *Elmira Star-Gazette*, and WWL, New Orleans, licensed to Loyola University but operated by WWL Development Co., said to be a wholly-owned subsidiary.

Station leases in which the lessee actually holds the license are not involved in the new inquiry. That is because the Commission apparently concluded that under existing law it has no jurisdiction over arrangements made by licensees to lease equipment from other companies. Cited as an example was the status of KOA, Denver, the facilities of which are owned by GE though NBC actually holds the station license. It differs from the situation of WGY, wherein GE holds the license and NBC handles programming and sales.

Another dozen stations, it is estimated, may fall within the purview of the management contract inquiry as their renewals fall due. Those already cited were in the so-called clear channel group of renewals due Feb. 1 and the licenses of these stations, along with some 100 others, were extended to Aug. 1.

The FCC said in its announcement that the hearings will be called "to determine whether broadcast licensees are themselves discharging the rights, duties and obligations under their leases or whether, on the other hand, such rights have been turned over to and are being exercised by outside operating companies under so-called management contracts." The date for hearing has not been set, but if usual docket procedure is followed mid-March is the likely time.

TBS Negotiations To Start National Network Continue

FATE of Transcontinental Broadcasting System, which on Jan. 19 had notified affiliates of its proposed nationwide network that it would be unable to start operations by Feb. 1, was being pondered by the TBS board meeting in New York Jan. 30 and 31. No statement was forthcoming as BROADCASTING went to press, but it was hinted that "important interests" had made offers for the project which were being considered.

It was intimated that M. H. Aylesworth, first president of NBC who recently left his post as publisher of the *New York World-Telegram* to return to law and public relations practice, was identified with these interests, but this could not be verified. Also said to be involved were Elliott Roosevelt, president of the project, and Don Shaw, executive vice-president of WMCA, who would be general manager.

AT&T contracted lines, it was said, are being retained until disposition of negotiations with the interested parties. Among board members at the meetings were H. J. Brennen and R. M. Thompson, WJAS-KQV, Pittsburgh; Lester E. Cox, KCMO, Kansas City and William A. Porter, attorney. Also present were James W. Baldwin, George Podeyn and Roy Holmes, TBS executives.

Indications at month's end were that Blackett - Sample - Hummert had discarded its plans for using a new network as a supplementary advertising medium for American Home Products and Sterling Products and was returning to its original plan of recording the serial programs sponsored by these companies on NBC and CBS and placing these transcriptions on stations in markets where this secondary coverage was wanted.

The WBS Telegram

On Jan. 21, World Broadcasting System, major transcription company, sent the following telegram to some 200 stations in 120 markets: "Advise immediately by wire available time and rates covering transcriptions to be sponsored by several diversified and unrelated advertisers of products already on radio. Requirements to be as follows: Six months noncancellable contract and successive 13 week periods for three years without change in rate over entire period involving 8 or 12 fifteen minute daily periods Mondays through Fridays totaling two or three hours daily. Rates for total both two and three hours required. Time breaks to belong to advertisers excepting for the usual one-half or one-hour breaks required by stations for identification. Sponsors to have privilege of interchanging station breaks belonging to them as they may desire. Cancellation by any advertiser at end of six months not to affect proportionate fifteen minute rate of balance of advertising. Periods required 12 to 3 eastern standard time first choice or 1 to 4 second choice including one fifteen minute period Mondays through Fridays between 5 and 6 p.m. Quotations must provide for usual ad-

(*Continued on page 81*)

AFM Contracts Placed on Local Basis

But Musicians' Board Will Keep Watch On New Pacts

By BRUCE ROBERTSON

ALTHOUGH the broadcasting industry won a major victory when the American Federation of Musicians abandoned its national settlement plan and agreed to permit its locals to negotiate individual contracts with the stations in their communities, the danger of a national musicians' strike against radio is not entirely dissipated.

Bowing to the broadcasters' arguments that a national agreement is illegal and that the industry would rather face a strike than become a party to a plan that might lay it liable to Government prosecution, with a possibility of revocation of licenses, the AFM international executive board on Jan. 16 stated that no strike would be called "for the present".

To Keep a Check

However, in advising local unions that they "may use their own judgment in entering into contracts with radio stations", the board ordered the locals to send copies of all contracts to the president's office and the broadcasters' representatives were given to understand that if these new contracts failed to come up to AFM expectations, or showed any appreciable curtailment in radio's employment of AFM members, the union might yet find it necessary to resort to strike tactics.

Arguments of the broadcasting industry were presented to the union board on Jan. 16, second day of its meeting in Miami, by Mark Woods, NBC vice-president, and Lawrence Lowman, CBS vice-president, who had represented the networks during the whole course of radio-musician negotiations. Samuel R. Rosenbaum, chairman of the executive committee of the Independent Radio Network Affiliates which had represented these stations in negotiating the previous plan of settlement that expired Jan. 17, had also expected to be present but at the last minute was detained at home by pressure of business matters at his station, WFIL, Philadelphia.

These arguments were based chiefly on information obtained by an independent committee, headed by William J. Scripps, general manager of WWJ, Detroit, into the legality of the AFM demands under the Sherman Act. Conferences with Assistant Attorney General Thurman Arnold and his associates at the Department of Justice convinced the committee that under the Department's interpretation of this anti-trust act the 1937 general settlement plan had been illegal and that to enter into a new agreement of this type would be to invite government action against not only the musicians but the broadcasters as well. Since such action might readily result in the cancellation of broadcasters' licenses as well as other penalties, Woods and Lowman told the union heads that the broadcasting industry would prefer to face a national musicians' strike, if necessary, rather than risk the consequences of a Government suit for violations of the Sherman Act.

Federal Attitude

It was learned authoritatively in Washington that no formal complaint against AFM has been filed with the Department. The Department, however, has shown more than a cursory interest in the situation, particularly in the light of Assistant Attorney General Arnold's repeated observations that "made work" is construed as a violation of the Sherman anti-trust laws.

The Department is said to be studying the situation but would not be disposed to act unless there is a formal complaint. While it can initiate proceedings following its own investigation, the Department does not have sufficient personnel to investigate each individual situation brought to its attention. It was made clear, however, that the matter has not been dropped.

Messrs. Woods and Lowman assured the musicians that so far as their network owned and operated stations were concerned there would be no curtailment of employment of musicians and that they would be willing to sign new contracts with the AFM locals in the cities in which these stations are located calling for a continuation of their present staff orchestras on the present basis. After a period of private discussion, the board recalled Woods and Lowman and told them that no strike would be called for the present, pending developments along the lines outlined.

The following day, Jan. 17, Joseph N. Weber, AFM president, sent the following letter to all AFM locals:

"As the national agreement has expired, all local unions may use their own judgment in entering into contracts with radio stations in their jurisdiction. These contracts must not contain any stipulations contrary to the laws and rules of the AFM and furthermore should contain the following: Nothing herein shall be so construed as to interfere with the prior obligations of the musicians to the AFM as members thereof.

"Decisions and conclusions of the International Executive Board in the radio situation were based upon new developments and facts which in the interest of the Federation the Board conformed to. Copy of local radio contracts must be sent to the president of the AFM."

New Contracts

It is believed that most, if not all, of the existing contracts between network affiliate stations and AFM locals will have to be rewritten at this time, regardless of the fact that many of them still have some time to run. These present contracts cover only wages and hours and conditions of employment, it was stated, but do not mention the number of men to be employed except in a standard clause referring to the national plan of settlement, and so must be redrawn in accordance with the present situation now that this national plan is no longer in existence.

That these new contracts will be carefully studied by AFM's national executives, particularly in regard to their effect on the nationwide employment of musicians in radio, is a foregone conclusion. It is understood that the union expects a slight decrease in the total number of its members employed, as some stations were put under undue hardships in living up to their quotas under the national plan. But it is equally evident that any widespread dismissal of musicians would not be accepted by the union without a strong protest which might easily be accompanied by renewed threats of a national strike.

MANAGER
STATION
BXXO
SID HIX

Drawn for BROADCASTING by Sid Hix

"Another Statistical Questionnaire From the FCC, Chief!"

AFM Disc Scale Expected to Stay At Present Level

But Union Sets Half Rate for Educational Recordings

MANUFACTURERS of transcriptions, especially those producing library services, were awaiting decision of the American Federation of Musicians on wages to be paid its members for transcription performances as BROADCASTING went to press Jan. 30.

An attempt to reinterpret the rules so that each selection on a library service disc would constitute a complete program, so far as the musicians are concerned, with a resulting increase of several hundred per cent in cost to the recording firm, had been protested by the transcription companies and the union had held up its ruling pending the January meeting of its international executive board.

Existing Scale

Fred Birnbach, national secretary of the union, on Jan. 29 informed the transcribers he was drafting the AFM statement of its position and that it would be sent to the recording companies within a few days. Details of the decision were not forthcoming, but it is understood the present scale of $18 per man per quarter-hour record, whether library or specially made for a commercial sponsor, will be maintained.

The union has notified NBC that it will permit the recording of the network's educational programs, for rebroadcast in schools only, at 50% the normal charge for recordings made simultaneously with the network broadcast. Since these recordings entail no extra effort on the part of the musicians who are employed for the network performances, and since the network intended them to be used exclusively in educational institutions at times more convenient to these schools than the time of the network broadcasts, NBC had requested the union to allow the recordings to be made without charge.

Hard on the Locals

Enforcement of the proposed four or fivefold increase in rates would have the practical effect of forcing the transcription companies out of business, Mark Woods, vice-president and treasurer of NBC, told the AFM international board Jan. 18, when he appeared before their Miami meeting to present the position of the transcription industry.

This would have the further effect of seriously jeopardizing the continuance of many local stations which must have library service to continue in business, he stated. In the three-hour session, during which he explained to the musicians' union executives just how a transcription company operates, with particular emphasis on the library service field, Mr. Woods amplified an outline of this subject contained in a letter he had written Jan. 11 to Mr. Weber.

Explaining that a library service consists of transcriptions subscribed to by stations, chiefly for use on sustaining programs, Mr. Woods said that in making a library record the company selected the orchestras and musical numbers to be used,

(*Continued on page 77*)

One Radio Query Placed in Census

Final Bureau Action Deletes Pleas for Further Data

FINAL limitation of radio statistics as such in the 1940 Census to the single question in the Housing Census, *Does this household have a radio receiving set?*, has been announced by Dr. Vergil D. Reed, assistant director of the Census.

The announcement climaxed efforts of industry and Government representatives to have included several other questions concerning radio ownership in one phase or another. Reasons given by Dr. Reed for inclusion of only one radio question were lack of funds and time, since schedules had been virtually completed when requests were made [BROADCASTING, Jan. 1, 15].

With the Housing Census set to start April 1, along with the Population Census, all groundwork is laid except actual appropriation of $8,000,000 authorized for the former. The appropriation is scheduled for the first deficiency appropriation bill, to be considered shortly by a House appropriations subcommittee.

Although it was expected the appropriation would go through without a hitch, it is reported some Congressional opposition has sprung up to certain aspects of the housing inquiry, particularly its questions going into mortgage matters. It was pointed out by Census Bureau officials, replying to complaints of "prying", that similar information was included in the 1920 Census with no complaint from present Congressional critics.

The Census Bureau also pointed out, in explaining its disposition of the industry-government recommendations, that although there was only one question in the housing schedule directly concerning radio, much additional information of value to broadcasters could be secured from various cross-tabulations of Census results.

Big Dentyne List

AMERICAN CHICLE Co., Long Island City, N. Y., is planning a spot announcement campaign for Dentyne gum to start in February on a large list of stations throughout the country. Stations and starting date have not been decided, according to Badger, Browning & Hersey, New York, the agency in charge of the account.

Oil Firm on 100

STANDARD OIL OF INDIANA, Chicago, early in March will start a daily campaign of one-minute transcribed spot announcements on approximately 100 stations located between Ohio and the Rockies. McCann-Erickson, Chicago, handles the account.

JOSEPH SCHLITZ Brewing Co., Milwaukee, starts a test campaign in mid-February for Schlitz beer, using twice-daily announcements on a large list of stations, not yet announced. Geyer, Cornell & Newell, New York, is agency.

MAMMOTH HOSIERY MILLS, Trenton (silk hosiery) has appointed Norman A. Mack & Co., New York, as agency and expects to start a spot campaign in mid-February.

CBS Constructing Studios in New York Using Walls Simulating Fine Violins

STUDIOS patterned on the basic principle of a fine violin, with walls lined with resonant panels made of woods similar to those used by master violin makers, are the outstanding innovation of the new seven-studio CBS annex at 49 E. 52d St., New York, across the street from the main CBS building.

Designed cooperatively by C. R. Jacobs, of the network's construction staff, and Howard Barlow, conductor of the CBS Symphony Orchestra, the two largest studios in the new building are paneled with "acoustivanes", manipulated by electric switches to turn to produce any desired sound effect.

Two Kinds of Wood

The larger acoustivanes are approximately 14 feet high and 27 inches wide and there is a space of about three feet between them and the actual wall. The only metal connected with the panel is a pivot, attached to the top and bottom filler strips, on which the acoustivane turns. Like a violin, one side of the panels is of hard wood, and the other side of soft wood. The hard wood for the panel is rubbed to a dense finish and the soft wood is left open or porous. Thus by turning the panels, partly or wholly, the desired effect is obtained from the combination of exposed soft and hard wood.

The acoustivanes have an intermediate stiffener through which runs a series of holes to afford equalization of air pressure and smooth movement in turning. Incidentally, there are no parallel surfaces in the studios, the ceilings having a saw tooth design. The acoustivane looks like an airplane wing, the centre being thick and the edges relatively thin. The use of the panels will dispense with the necessity for an echo chamber, for it is predicted that there will be such definition of sound that outdoor and indoor effects can be obtained.

Tonal qualities are said to be such that if ten violins are played, they will sound like ten and not like two, and that if a rare instrument is used the listener will be aware of its unusual quality without being told that it is unusual.

Another unique feature is a new streamline control desk, with all apparatus concentrated within the console instead of having the amplifiers and other pieces of control equipment mounted on racks. Desk was designed by J. H. Swenson, supervisor of the maintenance and construction department of WABC, CBS key station in New York.

Anticipating the Future

Work on the new building, former headquarters of the Julliard Foundation & School of Music, which CBS has completely remodeled, is progressing rapidly, it is reported, and the network expects to begin broadcasting from the building about May 15. Paul W. Kesten, CBS vice-president, is supervising the renovation of the building, embodying the best techniques of the present and anticipating the future so far as possible. G. S. McAllister and Mr. Jacobs and other officials have cooperated with Fellheimer & Wagner, the architects, in solving the many problems.

Building will house seven studios, with space for two more studios if needed. There will be a laboratory, dressing rooms, offices and reception rooms. The facade, unbroken by windows, will be faced with matt and glazed terra cotta in grey and blue; the entrance marquee will be finished in stainless steel, with doors of heavy sheets of shatter-proof glass.

PROMOTION DRIVE

Canada Dry to Give Awards To Blue Stations

CANADA DRY GINGER ALE, New York, on Feb. 15 will start a month's contest for the NBC-Blue stations carrying *Information Please* for the "best promotion in connection with the program and the product".

First prize will be a silver plaque for the station and $50 in cash, which will probably be given to the publicity manager or department handling the winning promotion. Second prize is a bronze plaque and $25 in cash, third prize is an honor scroll and $15, and there will be 10 certificates of award, each with $10 in cash, with all winning stations receiving special mention on the program. Stations may tie in with their promotion not only the program, but also the RKO shorts made of the program or the book "A Smattering of Ignorance," by Oscar Levant.

Judges for the contest, which closes March 15, will be W. S. Brown, advertising manager of Canada Dry; S. Barrett McCormick, director of advertising and publicity of RKO-Radio Pictures; Robert Landry, radio editor of *Variety*, and Sam Wingfield, publicity counsel for the program.

Perry Group Acquires WTMC, WDLP Interest

THE John H. Perry newspaper interests, which own WCOA, Pensacola, Fla., and hold a construction permit for the new WJHP, Jacksonville local, were disclosed Jan. 30 as purchasers of slightly less than half interests in both WTMC, Ocala, Fla., and the projected WDLP, Panama City, Fla. Details of the deals were undisclosed, but it is understood the Perry interests will eventually acquire control of both stations.

WTMC, 100 watts on 1500 kc., was authorized for construction last March and went on the air last July 1. Its chief owner is John T. Alsop Jr., former mayor of Jacksonville. WDLP, 100 watts night and 250 day on 1200 kc., was authorized for construction last June, but has not yet begun operating. Its original stockholders, each owning one-third, were E. D. DeWitt, retired newspaper broker and president of the *Long Branch* (N. J.) *Record;* W. J. Cook, local Ford dealer, and Phillip A. Roll, attorney.

John H. Perry is publisher of the *Pensacola Journal* and *News*, *Jacksonville Journal*, *Panama City News-Herald*, *Lynn Haven* (Fla.) *Free Press*, *St. Andrews Bay* (Fla.) *News* and *Reading* (Pa.) *Times*.

Wage Arbitration Sought by AFRA

Chicago Group Files Petition; Negotiable, Says NBC

WITH the wage scale for artists employed on local broadcasts on Chicago stations unsettled a year following the signing of its national code of fair practice, the American Federation of Radio Artists has petitioned the American Arbitration Assn. to arbitrate the matter and has named Dr. Wesley Sturges, former professor at the Yale Law School, as its representative.

Opposing this move, NBC has likewise filed a brief with the AAA asking for a ruling as to whether the question of a local scale for Chicago is arbitratible or whether it is a matter to be settled by negotiations between AFRA's local, the Chicago station managements and the committee of Chicago advertisers. The network maintains that the problem is one for negotiation and requests that this point be settled first. If the AAA finds the question of local scales one that falls into the arbitratible class, then, NBC says, it will agree to have it arbitrated under the terms of the arbitration clause of the fair practice code.

Revision of Disc Code

AFRA's transcription code is in the process of revision in the light of suggestions submitted to the national board by the union's various locals, it was stated at national headquarters in New York. Emily Holt, executive secretary, said that for the most part these suggestions concerned single items in the code, but that in the main the proposed terms had been approved by all members.

Los Angeles Chapter of **AFRA**, at its mass meeting in Hollywood on Jan. 26, flatly rejected the proposed national transcription code, adopting a resolution empowering the local AFRA board to draw up a new code that would meet with the requirements of the Pacific Coast.

Conditions on the West Coast, it was pointed out, are vastly different from those in eastern radio centers, and the general impression in California was said to be one of fear that an attempt to put into effect the AFRA demands might force a large number of Hollywood and San Francisco transcription companies out of business. Wage scale is said to be identical with th[illegible] in effect for network programs.

Tide Water Basketball

TIDE WATER ASSOCIATED OIL Co., Associated Division, San Francisco, is sponsoring 92 basketball games in California, Oregon, Washington and Idaho, the most complete coverage of the sport ever attempted on the Coast, according to Harold R. Deal, advertising and sales promotion manager. The schedule continues through March 2, after which playoffs will be broadcast. Special networks have been arranged. Announcers are Frank Bull, KFAC, Los Angeles; Doug Montell, Northern California stations; Johnny Carpenter, KWJJ, Portland; Leo Lassen, KRSC, Seattle. Agency is Lord & Thomas, San Francisco.

New MBS Lineup Has 118 Stations, Realigns in Texas

Four Other Stations Signed; Plans Package Discounts

OPERATING under its new policy providing for enlargement of its national network base, Mutual Broadcasting System on Feb. 1 reports its lineup will total 118 stations in the United States and Hawaii. Realignment of its Texas affiliates, embodying cancellation of MBS contracts with Texas State Network and signing of 12 stations in the State as individual outlets, as well as the addition of several new stations, constituted major developments during the last fortnight.

Launching its fourth year of operation, MBS Jan. 11 enlarged its board of directors from seven to nine members, to include representation of additional stockholders whose financial participation in the cooperative network was announced recently by President W. E. Macfarlane [BROADCASTING, Jan. 15].

New Board Members

Elected to the new board were Lewis Allen Weiss, vice-president of Don Lee, as vice-president and director; E. M. Antrim, *Chicago Tribune*, treasurer and executive secretary; John Shepard 3d, president of Yankee Network; H. K. Carpenter, WHK-WCLE; Willet Brown, assistant general manager, Don Lee; Alfred J. McCosker, president of WOR and chairman of the board; Theodore C. Streibert, vice-president of both MBS and WOR; Fred Weber, MBS general manager, and Mr. Macfarlane. All of the officers were reappointed, with Mr. Weiss named vice-president for the West Coast, a new office.

An operating committee was set up to meet at regular intervals with General Manager Fred Weber to pass on operating problems and policies. On this committee are Messrs. Shepard, Carpenter, Streibert and Weiss, along with J. E. Campeau, general manager of CKLW, Hulbert Taft Jr., general manager of WKRC, and Ed Wood Jr., sales manager of WGN.

Included in the new network structure are its seven basic stations—WGN, Chicago; WOR, Newark; CKLW, Windsor-Detroit; WKRC, Cincinnati; WHK, Cleveland; WAAB, Boston; KHJ, Los Angeles; 30 stations of the Don Lee Network (15 in California, not including KHJ, and 15 in the Pacific Northwest); 17 stations of the Colonial Network, not including WAAB; 12 Texas outlets; the Oklahoma Network of six stations; the Southeastern Group, including the Southern Network, of 11 stations; two in Hawaii; 33 other affiliates.

New Outlets Added

New outlets for MBS include three Southern stations — WMPS, Memphis; WTJS, Jackson, Tenn.; WATL, Atlanta. These joined the network on Jan. 21. WSAY, Rochester, N. Y., becomes the 118th outlet on Feb. 1. WSAY has for some time served as the outlet for certain MBS commercial programs in Rochester, but permanent lines have just been installed and the station for the first time becomes a full affiliate.

Following the first meeting of the new MBS board of directors after the redistribution of the network's stock and directorates to give voices in the management to seven organizations representing 57 of the MBS affiliates, held in Chicago Jan. 11-12 [BROADCASTING, Jan. 15], Fred Weber, MBS general manager, flew to Texas to straighten out Mutual's position following the "streamlining" of the Texas State Network which had previously been connected with MBS as an entire group of 25.

Conferences with Elliott Roosevelt, Harold Hough, M. Tilford Jones and other Texas broadcasters resulted in a cancellation of Mutual's contract with TSN and the signing of individual contracts with 12 stations in the State. These stations are available to MBS advertisers individually as desired and it is no longer necessary to use the entire group, as was formerly the case.

MBS Texas outlets now are WRR, Dallas; KFJZ, Ft. Worth (Elliott Roosevelt's station); KABC, San Antonio; WACO, Waco; KNOW, Austin; KXYZ, Houston (also an outlet for NBC-Blue); KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KRRV, Sherman; KTEM, Temple; KCMC, Texarkana.

In addition to protecting itself against the inroads of other networks, such as the proposed Transcontinental Broadcasting System, by adding exclusive network clauses to certain of its contracts with its affiliates [BROADCASTING, Jan. 15], MBS is also planning to strengthen its competitive position through the establishment of a new plan of "package" discounts available to advertisers buying blocks of time on a large number of MBS stations. Details of this plan have not been completely worked out as yet, but are expected to be announced in the near future.

Comprise New Executive Boards of MBS

NEW MBS BOARD elected as the network began its fourth year of operation last month, was enlarged from seven to nine, along with appointment of an operating committee. All officers were reelected, with Lewis Allen Weiss, vice-president and general manager of Don Lee, (upper left), elected to new post of West Coast vice-president. Top Row (l to r) are Directors Weiss; Alfred J. McCosker (WOR), chairman of the board; John Shepard 3d (Yankee Network); second row, H. K. Carpenter (WHK-WCLE); W. E. Macfarlane (WGN), president; Willet Brown (Don Lee); third row, E. M. Antrim (WGN), treasurer and executive secretary; General Manager Fred Weber; Theodore C. Streibert (WOR), vice-president. Bottom row are members of newly-created operating committee, J. E. Campeau (CKLW); Ed Wood (WGN), and Hulbert Taft Jr. (WKRC). Other members of operating committee are Directors Carpenter, Shepard, Streibert, and Weiss.

Texas State Net Now 14 Stations

ELLIOTT ROOSEVELT's Texas State Network since its reorganization last month has been reduced from a 25-station to a 14-station operation, according to announcement Jan. 22 by Benton Ferguson, vice-president. Simultaneously reports were received that several of the outlets reported as deleted from the operation were protesting the action, contending they still have valid contracts covering both TSN and MBS program service.

Mr. Ferguson advised BROADCASTING that the present outlets of TSN are KRBC, Abilene; KNOW, Austin; KBST, Big Spring; WRR, Dallas; KFJZ, Fort Worth; KRLH, Midland; KPLT, Paris; KGKL, San Angelo; KABC, San Antonio; KTEM, Temple; KCMC, Texarkana; KVWC, Vernon; WACO, Waco; KRRV, Sherman. Those stations dropped from the regional were reported by Mr. Ferguson as KXYZ, Houston; KFDA, Amarillo; KFYO, Lubbock; KFRO, Longview; KGKB, Tyler; KAND, Corsicana; KFDM, Beaumont; KLUF, Galveston; KRIS, Corpus Christi; KRGV, Weslaco; KWFT Wichita Falls.

Beatrice Expands

BEATRICE CREAMERIES, Chicago (Meadow Gold cheese) on Jan. 22 expanded *Keep Fit to Music With Wallace* from WGN, Chicago to KFEL, Denver; KFOR, Lincoln; CKLW, Windsor-Detroit, Monday through Friday, 10-10:15 a. m., CST. It is understood the firm will soon expand the show to 12 other MBS stations. Lord & Thomas, Chicago, is agency.

Curtiss on MBS

CURTISS CANDY Co., New York, on Feb. 14 starts an audience participation quiz show titled *Cash on Delivery* in the interests of Baby Ruth candy bars on 5 MBS stations—WGN WOR CKLW WAAB WKRC. Cash prizes totalling $500 weekly will be distributed during the program, heard Wednesdays, 8-8:30 p. m., and produced by Roger White. Talent and other details have not yet been announced. Helwig-Miller Co., New York, is the agency.

TEN hobbies enjoyed by Lenox R. Lohr, president of NBC, are the subject of a double-spread feature in the Jan. 30th issue of *Look* Magazine. Titled "You Should Have Hobbies—I Have Ten", the feature illustrates seven of Mr. Lohr's hobbies, and includes scenes in his home at Tarrytown, N. Y. and with his two children.

Radio Endorsed by Department Stores

NRDGA Clinic Agrees More Time on Air Should Be Used

HOWS AND WHYS of radio as an advertising medium for department stores were thoroughly analyzed Jan. 17 in a special radio session of the 29th annual convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York. Questions about radio submitted by retailers from all parts of the country were answered by two boards of experts in an "Information Please—Radio for Retailers?" period under the chairmanship of Willard H. Campbell, publicity director, G. Fox & Co., Hartford, and vice-chairman of the NRDGA sales promotion division.

Board of Experts

Experts were Irwin D. Wolf, vice-president of Kaufman's Department Store, Pittsburgh; B. Louis Posen, publicity director, Hochschild, Kohn & Co., Baltimore; George Slockbauer, vice-president, L. Bamberger & Co., Newark, Miss Lois Munn, sales promotion manager, Hangerer's, Buffalo; Marvin Oreck, vice-president, Oreck's, Duluth; Kenneth Taylor, vice-president, John Taylor's, Kansas City; M. Manus Roisen, sales promotion manager, Edward's, Buffalo; C. I. Burtanger, sales promotion manager, Rike-Kumler, Dayton. Walter Johnson, sales manager of WTIC, Hartford, acted as master of ceremonies, tossing the questions to the experts in true Fadiman fashion.

Enthusiastically endorsing radio for its ability to build goodwill and loyalty for a store as a whole in addition to selling specific merchandise for the store's various departments, the experts agreed that failure of department stores to make more extensive use of radio was largely due to a mutual lack of understanding between store and station.

As Mr. Campbell summed it up: "Generally speaking, radio stations are just as ignorant of department store problems as retailers are of radio advertising. We must not forget that we are perhaps both to blame—meaning both radio stations and retailers—for the relatively small use we are making of radio advertising today.

"In the first place, we hesitate to take our hair down and tell our radio friends what our particular problems are. Until they know we can hardly blame them for not being able to make constructive suggestions. There must be mutual trust and respect before sound progress can be made. Where this cooperation is in evidence, I think you will find radio producing profitable results for department stores."

Selling the Staff

The importance of selling radio to the store's executive and sales personnel was also stressed by the experts, who agreed that many department store experiments with radio had failed because of the indifference or opposition of the store's own people, especially the buyers.

Buyers, it was pointed out, are able to check the space their departments get in the newspaper advertising but are often unable to hear broadcasts, which frequently are on the air during store hours, and so are apt to oppose the use of radio. Featuring the merchandise of the leading buyers and gaining their support at the outset was suggested by Mr. Oreck, who said that if these dominant buyers go for radio the others will follow their lead. Mr. Taylor reported that his store frequently worked buyers into its scripts, giving them a few lines to say on the air, a scheme which flatters them and keeps them enthusiastic about radio.

Keeping the sales force informed about the broadcasts and the merchandise advertised on the air and backing up this advertising with point-of-sale display material is also important, the experts stated. Another primary factor in the success of a store's radio activities is the selection of a radio personality to put over to listeners the personality of the store itself, building goodwill and friendliness for the store as well as sales of specific merchandise.

Some of the experts insisted that the only way to achieve this end is by having this radio voice a member of the store's own staff, while others believed the station, being more familiar with broadcasting technique, could do a better job than the store.

At Least a Year

Stores just beginning with radio should set their trial periods as not shorter than 52 weeks, Mr. Wolf declared, stating that many stores tried a 13-week campaign and when it failed to produce good results dropped radio as being no good for them. "Radio," he stated, "is no longer on trial. It is an established medium and if a store does not use it successfully the fault lies with the copy and program and not with the medium." If media were to blame for unsuccessful advertisements, he added, then the department stores would have discarded newspapers and direct mail long since.

Many of the questions and answers covered subjects that seem elementary to any user of radio, such as the fact that programs appealing to children must be broadcast outside of school hours, that women can be reached through the day and that the best chance of getting a message across to the whole family group is at breakfast time or in the early evening. Many examples were given of radio's ability to sell merchandise of all types, of its use in making friends for a store, and of its extreme flexibility, permitting last minute changes in copy to meet special emergencies.

Stressing the institutional value of radio, Mr. Slockbauer said that about 75% of a store's sales cannot be attributed to specific advertising but merely to the fact that people had come to the store and while there had bought goods. It is sometimes hard, he said, to get this point across to the store's management, but it should play a very important part in the advertising policy. Another use of radio, pointed out by Mr. Oreck, is to sell a store's policies, such as credit policies, for example, a task that can frequently be done much better by a friendly voice on the air than in print.

The four types of programs most used by retailers are musical clocks, shopping news, amateur hours and news broadcasts, it was reported by John Nell, WOR salesman, who has just completed a tour of 15 cities. Alan A. Wells, sales promotion manager, NRDGA, who arranged the radio session, said that of stores reporting the use of radio, the average expenditure for this medium was 10% of the total advertising dollar. He warned, however, that this figure might not be correct, as not all of the stores on the air had reported.

ANOTHER instance of a big local radio advertiser deciding to acquire his own station is disclosed in the application of Edward J. Doyle, important Rochester gas and oil distributor and director of the Genessee Valley Trust Co., asking the FCC for a new 1,000-watt station on 1340 kc. in that city.

HOLLYWOOD'S importance as a production center was thoroughly discussed by these five executives of J. Walter Thompson Co. when they met in that city during early January for a four-day conference to outline 1940 radio plans. They are (l to r) Arthur Farlow, vice-president, West Coast manager and head of the San Francisco office; W. F. Lockridge, Chicago vice-president and executive on the Kraft Cheese Co. account; Henry M. Stanton, executive vice-president in charge of the Chicago office; Dan Danker, vice-president in charge of the Hollywood office, Fred Fidler, formerly radio director in San Francisco and now an executive of the J. Walter Thompson New York office.

ROYAL STATES NBC SEEKS NEW TALENT

DECLARING that radio is sorely in need of new personalities, new voices, John F. Royal, NBC New York vice-president in charge of programs, when in Hollywood during late January, revealed that the network is going out in a serious way to develop new talent among the youth of the country. He said that NBC will have talent scouts in the field this summer on the lookout for young people who can be used for all phases of entertainment—radio, television, stage and screen. NBC will develop unknowns and the search will be centered principally among summer stock theatres. Mr. Royal also indicated that young talent applying to NBC for radio work will hereafter be subjected to closer scrutiny of their potentialities.

In Hollywood primarily to look over Pacific Coast originating programs and talent, and to also exchange ideas with John Swallow, NBC western division program director, Mr. Royal revealed too that NBC engineers are working on several new angles to improve production over its present "door slamming" technique. Use of sound effects coupled with microphone pickup and adjusted acoustics will bring the needed change, creating environment for dramatics and lending depth to programs, he opinioned.

Gillette Gets Ky. Derby

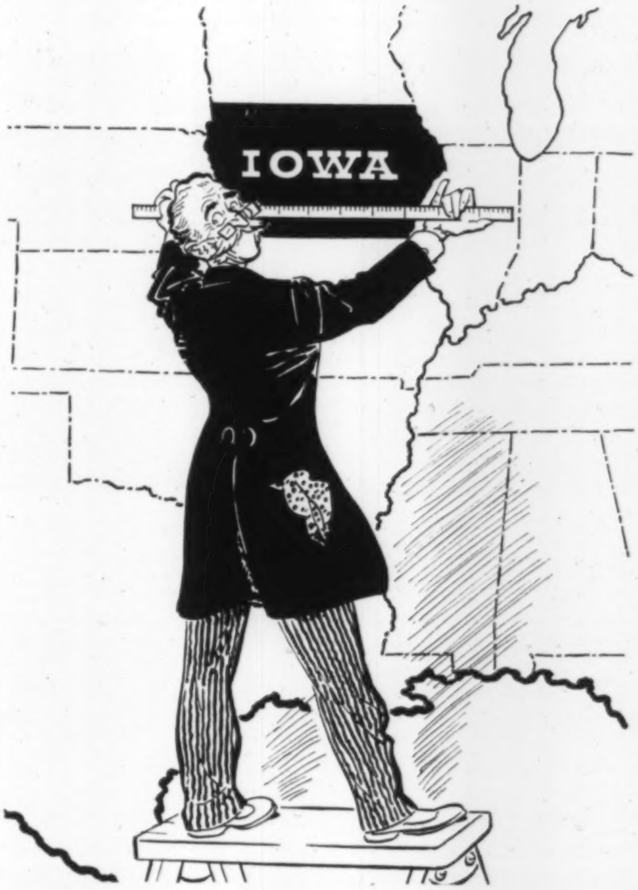
GILLETTE SAFETY RAZOR Co., Boston, on May 4 will sponsor the 66th annual Kentucky Derby on more than 80 CBS stations, with Ted Husing and Mel Allen to handle the color and Bryan Field to broadcast a description of the actual running of the race. Two preliminary broadcasts on CBS of the Derby trials originating at Churchill Downs will be presented on Tuesday and Friday of Derby Week with both Husing and Field covering. A quarter-hour preview broadcast on May 2 will include interviews with celebrities, jockeys, trainers and owners, and on May 3 J. P. Spang Jr., president of Gillette, will speak from Louisville on CBS. Maxon Inc., New York, is agency.

Seek New Cleveland Regional

MONROE F. RUBIN, engaged in the steel construction business, who owns a 12½% interest in United Broadcasting Co., operating WHK and WCLE, Cleveland, and WHKC, Columbus, is disclosed as one of three equal stockholders in Cuyahoga Broadcasting Co., which applied to the FCC Jan. 26 for a new 1,000-watt station on 1270 kc. in Cleveland. Mr. Rubin also is listed as half-owner of WPAY, Portsmouth, which is under option to be sold to the Brush-Moore Newspapers, owners of the other half. The other stockholders are W. I. Booth, engaged in the oil and gas business in Texas, and B. T. Dye, of the Republic Steel Co., Warren, O.

Garner-for-President Spots

GARNER FOR PRESIDENT Committee, Los Angeles (political), through Fred L. Carver, that city, on Jan. 18 started for one month using 100-word spot announcements twice weekly on 15 California Don Lee stations, KHJ KFRC KGB KDB KXO KFXM KVOE KPMC KDON KTKC KQW KHSL KVCV KIEM KVEC.



"Boy, she's *three hundred* miles wide!"

● There's an old saying in the knuckle-busting business to the effect that a good *big* man is always better than a good *little* man. And, believe us, that's true of states, too—and radio stations.

The state of Iowa is so big that if it could be slid across the map a few hundred miles, it would completely cover Ohio, about a third of West Virginia, and then extend into Pennsylvania some considerable miles east of Pittsburgh. Or, broken into several parts, would entirely hide the states of Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, Delaware and Maryland! *That's the size of the territory that's covered—blanketed—saturated—by big WHO.* And it's *good* territory, too—contains 25% of the Grade A land in the entire U. S.—produces more radio *results* we believe, than you can get *from* any other station in the nation. Can we have a chance to prove these big words?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Jolt to Industry Is Foreseen In FCC Net Monopoly Report

Mid-February Is Set as the Deadline for Sweeping Report of Special Commission Committee

MID-FEBRUARY is the new deadline set for submission of the FCC Network Monopoly Report to the full Commission and, if heraldings have any significance, it will rock radio from coast to coast.

That the report has been given right-of-way by the FCC, was more than broadly hinted by FCC executives to the House Appropriations Subcommittee on Independent Offices, when questions about the six-month inquiry were directed at witnesses. The stenographic text of the hearings, made public Jan. 17, coincident with consideration of the appropriations measure by the House, revealed that FCC witnesses estimated the report would be before the Commission by mid-January. That was the appraisal made on Dec. 13, when the hearings were held.

Expected in February

While no precise data could be procured, it was strongly indicated that the tentative report of the Network Monopoly Committee would be submitted to the Commission not later than mid-February. The final draft, already completed by the staff, has been in the hands of General Counsel William J. Dempsey for the last fortnight. The committee, comprising Commissioners Brown, as acting chairman, Walker and Thompson, has considered the report in preliminary fashion but will give it a final review before passing it on to the full Commission for consideration and action.

While every effort has been made to clothe in secrecy the attitude of the committee majority, there was no inkling that it had changed its drastic views. As a matter of fact, the sentiments and philosophies of the majority—Messrs. Walker and Thompson—have shown no sign of change. Acting Chairman Brown has inclined toward a more conservative position.

While prognostications admittedly are hazardous, the general attitude was that the committee's views are largely the same as previously reported. It was reported in the Oct. 1 BROADCASTING that the committee majority was inclined toward drastic recommendations looking in the direction of realignment of regulation as it affects networks, both through recommendations for new legislation and through introduction of new regulatory policies.

It was then deduced that Messrs. Thompson and Walker would lean toward new legislation preventing ownership of a multiplicity of stations by networks; legislation that a single company be restricted from operating more than one nationwide network, presumably directed toward NBC's dual network operation; legislation to license and regulate networks; legislation to bar ownership of more than a single clear-channel high-power station by any one interest; policy to be gradually enforced preventing ownership of more than one station in the same community by the same interests; policy under which licensees would be required to operate stations or forego their franchises, eliminating station leases; separation of network or station operations from artist bureaus, transcription companies and similar enterprises; denouncement of network exclusive contracts, guaranteed-time features and general fiscal methods.

General Counsel Dempsey, in responding to a question by Rep. Wigglesworth (R-Mass.), who has made the FCC a pet aversion, said that the FCC committee has before it the first tentative draft of the report, consisting of a digest of the facts and evidence and an analysis of the hearings, along with the question of recommendations and possible action. As of Dec. 13, he said, the second part of the report was being formulated and probably would be in the committee's hands within two weeks, with submission to the full Commission probably "although not necessarily" by mid-January. He pointed out there was a tremendous amount of work, with over 10,000 pages of testimony alone and more than 700 exhibits. He said it had taken a staff of five to seven people working fulltime to analyze and organize the material.

Control of Affiliates

When Rep. Wigglesworth inquired whether the question of "exclusive control over affiliated time by chains" was dependent upon the investigation, FCC Chairman James Lawrence Fly replied affirmatively. Mr. Fly himself is not sitting as a member of the Network Monopoly Committee, although his predecessor, Frank R. McNinch, was committee chairman.

Chairman Fly picked up the Commission defense when Rep. Wigglesworth began a line of inquiry on the financial status of networks. "We have not exercised any jurisdiction over chains in connection with individual stations," Chairman Fly asserted. "I should like to add that I don't think the Commission has assumed quite as much responsibility as I would like to see it assume. I would like to see us more thoroughly informed and gradually insist upon a greater degree of public responsibility. Now, I do not want to over-emphasize this point but here you have a limited facility; in something more than loose manner of speaking it belongs to the public."

When Mr. Wigglesworth said he had in mind particularly the greatly increased basis of sale and payment of dividends compared to investments in one or two of the chains, Mr. Fly pointed out the Commission cannot go into the question of returns of either individual stations or of chains.

"Now, maybe the Congress would like us to do that," he said. "If so, we could, but we have not the authority to regulate their rates—that is, the advertising rates or what they get from the sale of time—or control their dividends or anything of that sort. I would say that these stations go from one dire extreme to an optimum result in the other extreme. That is, some of them are terrible financial operations, and a number of them are very, very good. It is a good business if it clicks."

Popsickle Discs for 31

JOE LOWE Corp., New York, will resume the thrice-weekly half-hour *Buck Rogers* transcriptions in the interests of Frozen Popsicles some time in April or May. Jack Johnson, writer and producer of the series, will start work on the new discs late in February. This year the series will be placed on about 31 stations throughout the country, according to Biow Co., New York, the agency handling the account.

VARIETY musical show *Laff 'n' Swing Club*, heard as a Sunday sustaining feature on WOR, Newark, for the last few months, on Feb. 12 will be heard sustaining on MBS, Sundays, 8:30-9 p.m.

SNOW STUFF takes its role at the WBZ, Boston, microphones. When the Ice Follies of 1940 played the town last month, a special skating setup was arranged on the roof of the Hotel Bradford, which houses WBZ studios. Wearing runners and a beaver coat, Bob Evans, WBZ sportcaster, carried a hand-mike to interview participants as the press and guests watched the show from windows of hotel rooms flanking the studio roof. With Evans are (left) Ray Shipstead, the "Human Top" and (right) Heinie Brock, ice skating clown, with one of the "bears" in their "Papa, Mama and Baby Bear" act.

Drake Gets Prize In Cowles Contest

Slogan 'America's Money Belt' Wins $500 First Award

GEORGE F. DRAKE, 32-year-old copywriter of Blackett-Sample-Hummert, Chicago, won the $500 first prize offered by The Cowles Stations for a business slogan describing the primary service area covered by the Iowa-South Dakota group. His slogan, "America's Money Belt", was chosen by judges as "describing most graphically the rich area served by these stations", according to Cowles Stations officials. The Cowles group includes KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D., and covers a rich agricultural district.

Mr. Drake

A total of 2,152 names were submitted by contestants. The contest judges, it was reported, were impressed with the seriousness and soundness of the majority of the entries. Most of them indicated a lot of thought had been given to the contest and many important men among agencies and advertisers participated.

From All Around

Entries in the "Sauce for the Goose" name contest were received from several hundred advertising men in the United States, Canada and South America, the judges revealed. Mr. Drake, who was with Ruthrauff & Ryan, Chicago, until joining B-S-H in 1938, in a letter of acknowledgment to The Cowles Stations pointed out that he was often a contest conductor but never a contestant until submitting his prize-winning name for the Midwest agricultural area. He is married and the father of two children.

Advertising promoting the contest, conducted by Earl Allen Co., Omaha, which handled the project, stressed the theme, "What's sauce for the goose is sauce for the gander", and pointed out that at last advertising men were getting a dose of their own medicine. Trade publications and direct mail were used to promote the contest. The winning name, "America's Money Belt", will become the theme of an immediate campaign in behalf of The Cowles Stations.

New Maca List

NORTHWESTERN YEAST Co., Chicago (Maca yeast), has started a varying schedule of minute daily spot announcements and participations on WJR WKRC WOWO WLS WMMN WCCO WMT KSO WNAX KMA KSCQ WIBW KOMA WFAA KPRC WOAI KPO. It is understood the spots will be broadcast on a 52-week schedule. Hays MacFarland & Co., Chicago, handles the account.

Clicquot on Coast

CLICQUOT CLUB Co., Mill, Mass., on Jan. 15 started a campaign of five spot announcements weekly on KFI, Los Angeles, on behalf of gingerale and club soda. Further stations may be added later in the spring. N. W. Ayer & Son, New York, is agency.

WXYZ • DETROIT

To Your Own Specifications

No Immediate

Increase in Rates

In Detroit, America's rich and most responsive big radio market . . . Basic Station NBC Blue . . . Originator and key station for award-winning programs of national circulation . . . Proved showmanship . . . Expert merchandising co-operation . . . Always a standout buy . . . Today, with upped daytime power and with new transmitter facilities adding greatly to 1000-watt night-time coverage, commandingly your first choice in Detroit.

KING-TRENDLE
BROADCASTING CORPORATION

New RCA Transmitter—5000 WATTS Daytime, 1000 WATTS Nights

Future of Television in Lap of the FCC

Hearings Indicate Industry Wants To Go Ahead

WITHHOLDING final action until it makes a first-hand inspection of television experiments in leading Eastern laboratories, the FCC Jan. 23 concluded hearings on proposed new rules to govern the visual art, which would permit limited commercial operation by experimenters, after hearing testimony by more than a dozen groups preponderantly in support of immediately lifting the experimental barrier.

Led by RCA, the majority of those testifying held that television "is here", that a public demand exists for it and that it should no longer be confined to the experimental laboratories. A number of companies, including Philco and Zenith, opposed immediate "limited commercial operation", as proposed for so-called Class II stations in the recommendations of the FCC Television Committee. The biggest controversy developed over standards recommended by the Radio Manufacturers Assn. and inferentially urged by the FCC Committee, with a number of the respondents claiming it would tend to "freeze" the development of visual radio.

Tour Planned

Before deciding on its final course, the FCC will make a tour of experimental television operations in the East. As BROADCASTING went to press, the plan was for the Commission and several of its aides to visit Schenectady Feb. 1 to inspect GE television installations, with particular reference to visual radio relays; Poughkeepsie and Newburg, N. Y., to witness reception in that city, nearly 100 miles from New York, where RCA is conducting an experimental clinic; Feb. 2-3 in New York to visit NBC, CBS, DuMont and other visual operations and possibly also to witness a demonstration of automatic radio relay of television by RCA, viewed as the precursor of network television; and Feb. 5 in Philadelphia for Philco and Camden for RCA inspections. Sunday, Feb. 4, would be a rest day.

As planned, the party would include Chairman Fly and Commissioners Brown, Walker, Case, Thompson and Payne, along with Dr. L. P. Wheeler, technical information director; William H. Bauer, senior attorney, and George O. Gillingham, public relations director. Commissioner Craven left Washington Jan. 24 for Nassau in an effort to break an attack of influenza. He has lost some 13 pounds in recent weeks and expects to return to Washington about Feb. 7. Commissioner Case is suffering from a foot ailment and may not be able to make the trip. Doubt also was expressed regarding Commissioners Thompson and Payne.

Prior to his departure, Commissioner Craven, chairman of the Television Committee, said he was inclined to favor immediate adoption of the proposed rules with only slight modifications as to Class II limited commercial stations.

A suggestion by Chairman Fly just prior to adjournment of the hearing that the Commission consider the advisability of appointing an engineering committee representing leading manufacturers to attempt to devise a unanimous recommendation regarding transmission standards caused a furor. Because of the expressed opposition of several participants against the RMA standards, Chairman Fly said it would be desirable to have the industry itself agree on standards. Action was not taken, however, and it was expected the matter would not be considered until the Commission had made the inspection trip.

RCA, which had stoutly supported the RMA transmission standards, advised the Commission that it would interpose no objection to a system whereby other methods of transmission would be permitted—so long as it were allowed to begin limited commercial operation under RMA standards. It pledged also that it would seek to develop a receiver sufficiently flexible to pick up various modes of transmission, including the DuMont method.

Sales Prophecies

Thomas F. Joyce, vice-president of RCA Mfg. Co., predicted that 25,000 television receivers would be sold during 1940 if the FCC permitted limited commercial operation. He added to that figure another 10,000 to 15,000 receivers if CBS undertook regularly scheduled video transmissions during the year.

Arguing that the public would buy sets if the program incentive exists, Mr. Joyce told the FCC that $1,250,000,000,000 "went up in smoke" for tobacco last year in this country; $400,000,000 was spent for cosmetics, excluding beauty treatments; $500,000,000 for soft drinks, and $150,000,000 for chewing gum. Nothing was done about those luxury expenditures, he pointed out.

On behalf of CBS, Paul W. Kesten, senior vice-president who has supervised its television research, suggested three plans geared toward what he described as sounder development of television, two of which would call for immediate program schedules by broadcasters, with the third temporarily deferring regular programs. All three were designed to protect the public against purchase of sets having no guarantee against obsolescence.

The position of Allen B. DuMont Laboratories, financed by Paramount, was one of unalterable opposition to the RMA standards as tending to freeze television development. The DuMont suggestion was that a trip-type receiver utilizing the flexible system by its engineers, be employed as one which would reduce obsolescence to a minimum while in no way limiting continuing progress of television.

Whereas witnesses for Philco and Zenith took the position that commercial television was not ready, the opposite view was taken not only on behalf of RCA and DuMont but by Philo T. Farnsworth, vice-president of Farnsworth Television & Radio Co., and General Electric Co., Don Lee and witnesses for several other groups. Prof. E. H. Armstrong, principal figure in frequency modulation, asked the Commission at its closing session to withhold action on allocation of channels to television until the full story of frequency modulation is known.

May Defer Action

In the light of developments during the hearing it was not expected the Commission would act finally on the question of channel allocations until it had concluded hearings on frequency modulation, scheduled to begin Feb. 28. It was entirely possible, however, that it would move toward adoption of the remainder of the proposed television rules, including the question of limited commercial operation and of standards prior to that time.

Chairman Fly himself bore the brunt of the inquiry burden and on several occasions tangled not only with counsel for respondents but also with witnesses. At first he sought to limit the presentation of each case to one hour, but this procedure was dropped without advance notice soon after the hearings got underway. Between 100 and 150 engineers, broadcasters and other observers were present during the proceedings. Conspicuous among those attending was Charles C. Pettijohn, general counsel of the Motion Picture Producers & Distributors of America Inc.

What course the Commission will take on standards appeared conjectural. However, some thought was given to the possibility of eliminating standards as such and substituting "minimum requirements" which would specify minimum detail in transmitted pictures. These might specify that flicker, distortion, brilliance and other qualities meet certain limits. There would be no mention of lines, frames or fields, with the various manufacturers left to their own resources as to how to acquire the best pictures within those limitations.

RCAM's T. F. JOYCE

25,000 sets in '40

VISUAL INAUGURAL
RCA Hopes to Televise the 1941 Ceremonies

WHEN the next President of the United States is inaugurated in January, 1941, television will "carry" the event. This was the prediction made by witnesses for RCA at the television hearing before the FCC Jan. 15-23.

Assuming the Commission authorizes "limited commercial operation", Vice-President Thomas F. Joyce of RCA Mfg. Co. said there would be as many people looking-in on the inauguration as there were listeners to KDKA's pioneer presidential election broadcast in November, 1920. E. W. Engstrom, research director of RCA Laboratories, later told the FCC that experiments now progressing at the RCA Riverhead, L. I. laboratory, indicate the feasibility of radio relays of television, in lieu of coaxial cable. The experiments are carried on in the 500 megacycle band. The inaugural broadcast would utilize the relay system, if perfected, with network outlets in major cities.

DuMont Opposes RMA Video Standards

Opening the hearing Jan. 15, FCC Chairman Fly in quick succession laid down rigid rules which would govern the proceedings, which he described as legislative.

All members of the FCC were present. William H. Bauer, principal attorney, and expert on patent matters, appeared as Commission counsel.

When the name of Major Edwin H. Armstrong, noted inventor and chief figure in frequency modulation development, was called, Horace L. Lohnes, his counsel, explained that illness prevented his appearance. His name was placed at the foot of the list of 13 respondents.

On behalf of FM Broadcasters, in process of formation, Philip G. Loucks, Washington attorney, explained he had filed a special appearance to request that no action be taken by the Commission in respect to television allocations until conclusion of the special frequency modulation hearing scheduled Feb. 28. Chairman Fly said the request would be "given consideration".

Initial fireworks developed when Allan B. DuMont Laboratories Inc., of Passaic, presented its case in opposition to adoption of the RMA television standards, holding in essence that they would freeze television development. The basic plea was that the standards be kept entirely flexible rather than the 441 line scanning with 30 frames per second. The DuMont system, it was claimed, permits automatic flexibility in both transmission and reception, with the number of lines and frames reduced or increased at will. Moreover, it was claimed that with the DuMont system it is possible to reduce sharply the width of the television band necessary under RMA standards or, alternatively, greatly improve the quality of the image.

With William A. Roberts, former people's counsel of the District of Columbia, as attorney, DuMont offered as its chief witness Dr. Thomas T. Goldsmith Jr., its executive engineer. After tracing the history of visual radio, during which he was prodded repeatedly by Chairman Fly to "get to the point", Dr. Goldsmith asserted he felt that television should be given sufficient flexibility so that it can attain the perfection of the motion picture industry in quality of transmission. The RMA standards, which he insisted were basically RCA standards, would impede such development, he argued.

Claims Advantages For Flexible Standards

When Dr. Goldsmith intimated that the FCC had "approved the RMA standards", Commissioners Craven and Case, members of the Television Committee of the FCC, disputed that point. They said that there was no flat recommendation for FCC approval of the standards. Dr. Goldsmith specifically objected to the RMA standards which limited the number of lines to 441, the number of frames to 30 per second, interlaced, and the proposed synchronization method.

He said that if the standards were left flexible, the industry thereby would be in a position to use any method the art permitted and the public would not have to concern itself with obsolescence of receivers, since they would be automatically adjustable. If the DuMont values were employed, he declared, a band only four megacycles wide, instead of six megacycles, could be used for the video transmission. By so reducing the band, space would be allowed for additional stations, he declared.

Specifically, Dr. Goldsmith suggested that the rules be amended to permit operation between 400 and 800 lines. In regard to the proposed RMA synchronization method, he suggested a system whereby the receiver would follow the changes in transmission.

General Electric Co., which holds construction permits for television stations in Albany and Schenectady, along with several research, developmental and radio stations, approved the RMA standards and protested only the proposed allocation tables appended to the Committee's second television report. These tables assigned channel 7, at the top of the band, to both Albany and Schenectady, with power limited to 1,000 watts, whereas GE seeks Channel 3, at the lower end of the spectrum, with 10,000 watt outlets.

GE Engineer Tells Of Costly Experiments

L. V. Coffman, GE counsel, examined C. A. Priest, engineer in charge of the transmitter engineering division of GE at Schenectady and chairman of its radio technical advisory committee, regarding aspects of the projected allocation.

Mr. Priest explained that GE desired to have Class II stations, or those which would be permitted to operate commercially within the limitations of the proposed rules. The company had applied for the stations in 1937 and had been granted construction permits. He said that to render a high class transmitting service to the areas, at least 10,000 watts is essential, with the lower frequency desirable. He explained that tubes and equipment had not yet been developed to operate with substantial power on channel 7. Commissioner Craven pointed out, however, that no limit has been placed on the power of Class I stations, or those which will operate only experimentally.

At this juncture, Mr. Coffman said that in order to help the FCC in its allocation problem, the company would forego its request for a Class II station in Bridgeport but would operate with a Class I outlet. Commissioner Craven observed also that the proposed allocation table was offered simply as a guide and that actual allocations would be subject to future hearing.

Mr. Priest brought out that transmitting equipment for the Schenectady station, WQXB, already had been built and that in excess of $300,000 had been invested in that station alone. He said General Electric had expended over a million dollars in television research generally. If the company is forced to change to Channel 7 from Channel 3 for this station, it would mean a loss of about $60,000, he estimated. Moreover, with limited power of 1,000 watts the station would not be in a position to render a good "public service job".

Under cross-examination, Mr. Priest explained that he was a member of several RMA committees and that the recommendations on standards were in the nature of a "compromise". He said he agreed with the desirability of standards.

That RMA is considering the DuMont recommendations at the request of the FCC was revealed by Mr. Priest, in replying to Commissioner Craven. Asked by Chairman Fly as to his personal opinions regarding the DuMont methods, the witness said that he felt they would very seriously limit, handicap and delay television development and not serve any useful purpose. He admitted, however, that flexibility is desirable.

Pressed for a further explanation, he felt flexible standards would raise some question in the public mind regarding development of the art, since it would be out of question to attain all desirable goals at one time. Anything that indicates to the public that the transmission method may be changed from year to year might result in public disfavor, he said.

Asked by DuMont counsel Roberts whether the 441-line picture gives a desirable image to the public, Mr. Priest said it was his personal opinion that it is entirely satisfactory. He admitted that under the proposed RMA standards the 441-line picture would be "optimum".

He said that while he had not witnessed a DuMont demonstration, second-hand reports he had received from those who had attended, were that it had shortcomings and that a "flicker" existed. He said in his opinion present-day television is better than 8 mm. home movies and as good as 16 mm.

He explained that GE is now producing 5, 9 and 12-inch visual receivers under the RMA standards. He said that under these standards it is not now possible to build a flexible receiver.

M. L. Prescott, GE radio engineer, introduced two sets of maps, one showing television allocation by channels by the FCC Television Committee and the other reallocating all but Channel 2. He contended the proposed reallocation offered geographical advantages for technical operation of the stations involved.

International Business Machines Corp. entered no direct testimony, although Counsel A. B. Landa offered a brief submitted last year in connection with General Order 19 and asked that it be incorporated in the record.

Television Problems In Boston Depicted

Appearing for General Television Corp., Boston, H. S. Baird, consulting engineer, outlined potential difficulties in establishing visual broadcast service in Boston stemming from allocation factors. Pointing out that although Boston is the fifth largest city in the country, other cities have been allocated a better arrangement of television channels, Mr. Baird recommended that Channel 1 be switched from the Lowell-Lawrence area to Boston. His recommendations also included replacing the Lowell-Lawrence Channel 2 assignment with Channel 7, at present allocated to Boston along with Channels 4 and 6.

Commercial operation under the proposed standards was regarded as practical by Lewis Allen Weiss, vice-president and general manager, and H. R. Lubcke, director of television of Don Lee Broadcasting System, operating W6XAO in Los Angeles. Mr. Weiss, examined by H. L. Lohnes, Don Lee counsel,

Television Standards on 10-Year Basis Urged by Kesten to Prevent False Start

WHAT IS the economic outlook on television for the broadcaster, if and when the experimental ban is lifted?

A penetrating analysis of television's future was given the FCC Jan. 17 by Paul W. Kesten, vice-president of CBS in supervisory charge of television development, in a statement prepared for delivery. Because of the procedure invoked by the FCC, however, the statement was not read but placed in the record.

On behalf of CBS, Mr. Kesten proposed three plans for television's commercial advent, bearing equal weight insofar as his company was concerned [see running story]. He buttressed his observations, however, with the results of studies conducted by CBS which culminated in these conclusions:

It is conservatively estimated that a program service of public appeal with adequate transmission to the New York population area cannot be rendered for less than $500,000 per-year-per-station.

Three Times as Costly

Television must be sold to advertisers at rates three times as high as present broadcasting rates or even higher, to permit the broadcaster to reach a break-even point between annual profit and loss.

If technical standards of transmission and reception are fixed, it must be done for a minimum of eight years but preferably for ten years to protect the public and the broadcaster from a disastrous false start in television.

Even with rates 300% as high as standard broadcasting, no television station in a market of less than 3,000,000 is likely to reach the break-even point until there are about one-third as many homes equipped with television sets as with radio sets.

If sound prosperity in all income groups is enjoyed during the next ten years, it will take at least seven years of constantly accelerated set sales to equip 30% of the homes in any given market with television sets. The more realistic optimist talks in terms of 10 years or 12 years or even longer.

Unless television sets with adequate screen size are sold at an average price below $150 the seven-year cycle is highly doubtful.

Human habits and behavior indicate a probable maximum of two hours of average viewing per day.

CBS-VP PAUL W. KESTEN

Oceans of red ink

Thus any program service reaching or exceding 14 hours per week, provided each program appealed to each viewer, would constitute as much television as viewers could find time to view.

The CBS position, as expressed by Mr. Kesten, was that television, if it develops constructively, must become more and more the domain of the broadcaster and less and less that of the equipment designer. His keynote, however, was that television should not be given a public trial at public expense because the broadcaster would be held responsible.

The CBS presentation was virtually the only one offered which advanced forcefully the case of the broadcaster, as distinguished from that of the manufacturer. Mr. Kesten emphasized that the interest of the broadcaster and the public are identical, the dangers to both are mutual and the remedy, if any, should protect them both.

Television, Mr. Kesten said, needs seven league boots for at least seven years to have any hope of approaching the status of an independent art and industry.

urged that since several responsible national advertisers already have signified their willingness to sponsor television broadcasts, they should be allowed to do so. He emphasized that these advertisers realized the limits of the present field, but were willing to proceed in making "contributions" as pioneers in the television art, with an eye on eventual long-range returns on their investment.

Mr. Lubcke took exception to only a few of the proposed RMA standards, urging in general that "very minor" deviations from the proposals be allowed if and when they become necessary, leaving the door just far enough open so the proposed rules for Class II operation would not be ironclad.

Among exceptions noted by Mr. Lubcke was modification of Rule 4.74 (b) and (c) to allow the use of sound on the regular television channel as well as the regular broadcast frequency in portable pickup work, such as W6XAO's coverage of the Pasadena Tournament of Roses parade on New Year's Day. Alluding to Rule 4.75, he recommended "every effort to allow maximum power for television", pointing out that even 10 kw. may not be enough power because of such interference as diathermy emissions. Experimental results with the 441-line standard so far have been satisfying, he added, and the standard leaves plenty of room for further development within its bounds.

Dual Role Suggested For Video Stations

In a colloquy with Mr. Lohnes, Comdr. Craven expressed the opinion that nothing in the proposed rules advanced in the FCC Television Committee's report precludes a Class II station from operating experimentally as Class I. Mr. Lohnes retorted that he saw "nothing in the rules that permits it". Referring to the report, Chairman Fly quoted the passage: "Stations with programs of experimentation directed solely to technical research and developments are designated as Class I stations, and stations that have a program of experimentation which includes regularly scheduled broadcast service to the public are designated as Class II stations", and declared his agreement with Comdr. Craven's interpretation.

Concluding the discussion, Comdr. Craven summarized as the FCC's attitude its desire to encourage experimentation in every way, but at the same time to promote public service, although not at the expense of technical experimentation. Under the proposal as he interpreted it, he stated, the station would operate in the dual role using the same frequency and the same power as in its primary role.

Stating that it would be "consistent and advisable" to allow commercial operation of television in market areas with established service, such as New York and Los Angeles, Mr. Weiss declared, "We are infinitely further in television today than we were in broadcasting when commercial operation was allowed". Commercial operation, although resulting in no immediate profit to either broadcaster or advertiser, would furnish a new stimulus to further development, he observed.

Questioning the practical application of Mr. Weiss's suggestion, Commissioner Thompson stated that the television broadcaster "must sell advertising, not blue sky", and pointed to the gulf between 4,000 television lookers in the Los Angeles area and 2,000,000 radio listeners in the same area, considered from the viewpoint of advertising results. Mr. Weiss said lookers constitute a "class audience" and national advertisers, realizing present limitations, nevertheless would sponsor television programs as pioneers in the new art. He declared that national advertisers with a long-range program would get a return on their investment, although it would not come immediately.

GE's C. A. PRIEST
RMA Standards OK

"How much further should we cultivate television before making some adult strides with it?", he asked, adding that operations are not so much concerned with immediate profit as in receiving some "contribution" from advertisers toward refinement and development of the art. Commissioner Thompson explained that his view was based on the possible interpretation that the FCC, if it were to allow immediate commercial operation, was giving a "certification" of television as an advertising medium before its status as such could be more firmly established. He added that although the FCC, as a Government agency, is not necessarily taking upon itself protection of advertisers, the possible "certification" interpretation should be considered in dealing with the television situation.

In a brief appearance for Metropolitan Television Inc., New York, Andrew Haley excepted to Rule 4.74 (d) of the proposed rules, holding that in allowing allocation of only three television channels to a city the size of New York it amounted to a violation of Sec. 307 (d) of the Communications Act. Mr. Haley also offered a series of exhibits, based on Census Bureau and Department of Commerce figures, indicating the talent, business and service potentialities of the New York area.

Philco Spokesman Opposes Commercialism

Louis G. Caldwell, counsel for Philco Radio & Television Corp., Philadelphia, opened the lengthy Philco appearance by charging that the proceeding, carried on as a legislative hearing encompassing the allocations issue, amounted to a violation of Sec. 303 (f) of the Communications Act. His complaint was based on a letter written by himself as Philco counsel, with the "approval" of Nathan David, assistant to Chairman Fly, to CBS in final pursuance of a time-sharing agreement for the frequency jointly used by both the Philco television transmitter in Philadelphia and the CBS transmitter in New York. Mr. Caldwell explained that the letter, approved as he said it was by an FCC representative, constituted an agreement entitling the parties to an individual hearing on matters affecting that allocation.

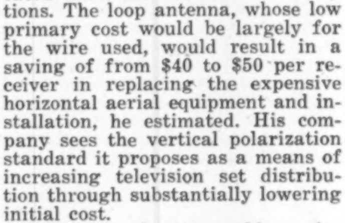
Chairman Fly declared that the FCC could exercise its legislative function in the proceeding and adopt general regulations for television, regardless of the letter referred to by Mr. Caldwell. Complainants or aggrieved parties then have their ordinary remedy of a hearing for their individual cases at a later date, he explained.

Arguing against commercialization in the immediate future, R. C. Brown, Philco engineer, declared "commercialization will tend to crystalize these standards". Although Philco, as an RMA member, a year ago agreed to the proposed standards to secure uniformity and a basis for comparison, it now takes exception to them, Mr. Brown explained, because it believes them not suitable for commercial operation in view of its experiences arising out of semi-commercial experimental operation.

Method of Cutting Price of Sets Is Offered

D. B. Smith, also a Philco engineer, outlined several exceptions to the RMA standards, principal among them substitution of vertical for horizontal polarization of signals and use of a third carrier for the synchronizing signal. Mr. Smith declared that Philco experiments have shown that use of a vertical built-in antenna yields results as satisfactory as the complicated horizontal antenna installations. The loop antenna, whose low primary cost would be largely for the wire used, would result in a saving of from $40 to $50 per receiver in replacing the expensive horizontal aerial equipment and installation, he estimated. His company sees the vertical polarization standard it proposes as a means of increasing television set distribution through substantially lowering initial cost.

Admitting that it would require the rebuilding of present television receivers, Mr. Smith advocated use of a third carrier for the synchronizing signal. He also stated that a synchronizing signal of 20% to 25% of total amplitude, as allowed under RMA standards, would not be adequate and must be increased.



WHEN Braniff Airway's luxury airliner, the *Super Bee-Liner*, made her maiden flight from Oklahoma City early in January, WKY's Program Director Naiph Abodaher (with microphone) was aboard to provide a ship-to-ground shortwave description of the flight and interviews with guests. Also aboard was WKY's home economist, Mrs. Mart Adams, who aired her daily *Kitchen School of the Air* direct from the plane's compact kitchen.

"We feel now we were wrong when we said a year ago that television was ready for standardization," he commented. However, given six months more to bring proposed standards up to date in the light of developmental engineers' commercial production experience, the time for standardization is really approaching, he added.

Asked if research would continue, Mr. Smith declared it would unless through extension of commercialization the program quality rose to an extent to cause a big rise in listener interest. In that case Philco, as a responsible manufacturer, and with standards conceivably frozen by the demand for receivers, probably would limit its research to development within the bounds of the existing standards. Agreeing with Comdr. Craven that standardization always tends to reduce research activities, Mr. Smith continued that a manufacturer like Philco, with only a certain amount of its funds available for research, more or less necessarily must "go with the current".

RMA Standards Merely Recognized, Says Case

Commissioner Case, responding to a query on the interpretation of "standards" as used by the Television Committee in its report, as distinguishing between the RMA proposals and the standards outlined in individual experimental licenses by the FCC, said that the Television Committee in its report merely recognizes the existence of RMA standards that are being used by the industry, nothing more—it does not propose to adopt RMA standards as FCC standards.

Asking for a few more months "to bring in the developments we now see" before setting standards definitely, Mr. Smith observed that while television could be put into regular commercial service at this time, it could only be done on a high cost basis which would restrict distribution for a long time. He recommended that meantime the present proposed standards be referred back to the RMA with a definite time limit for reconsideration.

Meeting during intermission, the Commission considered and denied unanimously Mr. Caldwell's motion that the allocation problem not be covered by the hearing, and he was given 15 minutes to present his case covering the allocation question.

Mr. Caldwell in a brief statement on behalf of Philco declared that only Boston has less desirable television assignments than Philadelphia among the U. S. cities of 1,000,000 or more population. First of all, he pointed out, television service in the New York area should not be hampered by assigning Philadelphia adjoining frequencies that might cause interference.

He stated also that the FCC has neglected to consider antenna height facilities in making allocations, explaining that with its high buildings for transmitter sites, New York can best make use of the higher frequency channels, while Philadelphia would have to rely on lower frequencies for comparable coverage, since it has no available sites comparable to those of New York. Thus, he continued, New York could make better use of Channel 3 and Philadelphia Channel 2. Also, in making allocations, Mr. Caldwell urged that the FCC take into account previous developmental activities by applicants. This drew quick comment from Chairman Fly, declaring there were "no vested rights for squatting on a frequency even for 50 years".

Hogan Calls Proposed Regulations Premature

Removal of the "artificial distinction" between Class I and Class II stations permitting both to transmit regularly scheduled programs commercially, was advocated by John V. L. Hogan, consulting engineer and operator of WQXR, New York, and television station W2XDR, Jan. 16.

Mr. Hogan said his experimental television station has been in operation since 1929, and that he is now working on completion of a new synchronizing system which he thought would introduce a better "lock" between transmitter and receiver and result in a reduction in the signal to noise ratio.

He contended that in the final analysis laboratory experiments must be tested in actual program service to procure public reaction. He held it was too early to make a hard and fast designation and that he felt the Commission was trying to look too far ahead with insufficient information. Present requirements governing experimental television might serve for at least another five years, the witness said in supporting his view that the proposed regulations were premature.

Mr. Hogan objected to the allocation provision for Class II station service, declaring the art had not advanced sufficiently to determine where stations can best be placed and where they will be supported. He called it a "pre-allocation". He said it was necessary first to determine service limits in terms of field intensity and to ascertain other fundamental propagation factors.

When Chairman Fly asked what constitutes demand for facilities, Mr. Hogan said this should be based on applications filed which are concluded to be economically sound. He said it was unnecessary now to make the distinction between classes of stations and precise allocations.

Mr. Hogan advocated a five-point plan. He thought the FCC should not adopt standards for experimental program service at this time; that it should not set up two classes of stations but permit either class to do both experimental and program jobs; that if the FCC permits stations to make changes to cover program production, there is no reason why these changes should not defray also the cost of transmission and research developments or why they should be limited to Class II stations; that the FCC should not set up any channel allocation ratio except to control interference and that the FCC should encourage the use of the higher frequencies in the television band width higher powers.

ALLEN B. DuMONT
Paramount-backed, anti-RMA

Intact

FOURTH consecutive year of *Bachelor's Children*, with a total of 1,140 broadcasts took the air over CBS recently. What made its sponsor, Cudahy Packing Co. (Old Dutch Cleanser), claims a record is that every member of the cast which started with the show one hot July day in 1935 is still doing his bit. Record cast includes Hugh Studebaker, Marjorie Hannan, Patricia Dunlap, Olan Soule, Marie Nelson, and Russ Young, announcer and producer. Bess Flynn, now as then, writes *Bachelor's Children.*

Commissioner Case inquired whether under Mr. Hogan's theory, research would not be subordinated to the desire on the part of licensees to earn a profit. The witness, however, said that if such a situation developed the stations should lose their licenses. He predicted that the "right stations" would not take advantage of it.

Not Ready for Public, Says Howland of Zenith

John R. Howland, assistant to the president of Zenith Radio Corp., said the position taken by his company was that television is not yet ready for the public and that experimental broadcasting should be encouraged. Zenith is the licensee of a station in Chicago, which has operated on a regular video schedule since 1938.

Declaring his company approved the rules proposed by the FCC with the exception of the RMA standards, he said it was his view that those standards were approved "by inference" in the Television Committee's report. Objection to the standards is assignable to the history of their creation, Mr. Howland testified, declaring they were "put together in a great hurry" apparently under the theory that someone was going to wave a wand and television would come into practical existence. Holding that developments during the last year did not indicate such magic, he said the public has not purchased sets in great numbers and that better standards would come when "the pressure is off".

New synchronization methods, the advent of frequency modulation and other developments, Mr. Howland said, might tend to change the whole complexion of television development. The whole field, he said, should be explored, with no answers until they are "sound".

Mr. Howland for the first time raised the patent issue, declaring that possibly those who advocate or oppose standards may have personal patent interests and adding that it is entirely possible that the Commission may set up an arbiter "higher than themselves", because of patent developments. He said it was his belief that primary television patents are concentrated in a small number of companies. He estimated that RCA has perhaps 45% of the patents in the field; Farnsworth 25%; a smaller percentage held by Hazeltine, and "a few in Philco". He hastened to say that RCA is licensing its patents "on a perfectly fair basis".

Asserting he did not believe the present standards can be the "permanent standards," he pointed out that if the RMA standards were adopted today, it would mean that future standards would have to dovetail with them.

Commissioner Case reiterated his view that the standards would be changed as fast as necessary. The Committee, he declared, did not directly approve the RMA standards but felt that since they were in general use, it had to have a "stepping off point somewhere".

Commissioner Craven asked whether it was desirable to have every receiver capable of receiving every visual transmitter. Mr. Howland said he did not feel the art was proceeding so rapidly that this should be a binding requirement.

ZENITH'S J. R. HOWLAND
Television high pressured?

Observes Demand for Cheap Video Sets

Robert Robbins, representing Cath-Ray Electronics Labs. Inc., of New York, told the Commission of his company's manufacture of low price receivers. A "cheap set" is now on the production line to sell for approximately $100, he said. He reported an instantaneous appeal to the average family budget and said production is geared to the type of purchaser who buys a Ford car. A seven-inch screen is used, he declared. In the New York area, a phenomenal response already has been received, with seven out of ten purchasers satisfied. He commended particularly NBC's regular television broadcasts and urged their continuance and expansion as a means of creating consumer demand.

Special Rural Type of Service Urged by DuMont

DuMont completed its testimony at the Jan. 16 hearing with both Mr. DuMont and Richard Campbell, television engineer, offering additional testimony. Mr. Campbell described in detail the characteristics of the synchronizing system proposed by RCA as well as that employed by DuMont. He explained that under RMA standards, the DuMont self-adjusting synchronizing system could not be employed. He said in response to Commissioner Craven that as far as he was aware, there were no fundamental "bugs" in the DuMont system.

Taking the stand as his company's chief witness, Allen DuMont explained that he had been active in television since 1927 with both Jenkins and DeForest. The first sight and sound station in the nation, W2XBT, was under his supervision as chief engineer for DeForest, he declared.

Mr. DuMont reiterated testimony of previous witnesses for his company that he felt there was no need of standards for picture definition. He said it might be desirable for rural service to employ a picture of 325 lines by 15 frames, which would be of lower quality than that in urban areas, since a much narrower band could be employed for such transmission.

Discussing NBC's 441-line transmission, Mr. DuMont said a good job is done with two people showing only head and shoulders, but that larger groups cannot be televised effectively. He felt television of 441 lines is still "in the peephole stage", and believed people do not want receivers with that quality. He said he had information that both the Army and Navy feel that 441-line television "is of no military value" and that developments must be far beyond that point. The absolute minimum size picture in which the public is interested would be 8" by 10", he declared.

Mr. DuMont revealed that a number of applicants for television stations have contacted him regarding use of his flexible system. These include two on the West Coast, one in Chicago and one in New York, aside from his own pending applications.

Definitely scheduled programs would help more than anything else in television development, Mr. DuMont declared. He said a program service should be fostered and that he favored the requirements of the rules in that connection. He favored the limited commercial recommendations made by the FCC Television Committee.

When Mr. DuMont observed that changes had been made in his system since the FCC Committee last year witnessed a demonstration, Commissioner Craven mentioned the advisability of a "first hand" inspection again.

Alternative Plans Offered by Kesten

Noting the prospect of a conflict between establishing a regular television broadcast service and unstable standards, with both broadcaster and set owner caught in between, Paul W. Kesten, CBS vice-president and director, on Jan. 17 advanced three alternative procedures each designed primarily to protect the public as well as the broadcasters.

Since the onus resulting from public purchase of receivers quickly obsolesced more than likely would be passed to the broadcasters rather

(Continued on page 62)

Regional Station Awarded by FCC For Minneapolis

New Locals Also Are Included In Actions by Commission

A NEW 1,000-watt fulltime station on 1300 kc. in Minneapolis was authorized for construction by the FCC in a decision Jan. 18, granting without a hearing the application of Independent Merchants Broadcasting Co. Heading the company, which has secured call letters WLOL, is John P. Devaney, former chief justice of the Minnesota State Supreme Court and first president of the National Lawyers Guild. He will be president and holder of 166 shares of stock. Treasurer of the company is W. A. Steffes, chain theater operator, holding 78 shares, while L. B. Schwartz, an attorney, holds one qualifying share.

On the same day the Commission granted Marysville-Yuba City Broadcasters Inc. a construction permit for a new 100-watt station on 1420 kc. in Marysville, Cal. President and 50% stockholder is Horace E. Thomas, publisher of the *Marysville & Yuba City Appeal-Democrat*. Treasurer is Hugh McClung, holding 49.5% of the stock. Mr. McClung is co-publisher of the *Merced Sun-Star*, which owns KYOS, Merced. Mr. Thomas also owns 25% interest in KHSL, Chico, in which the McClung family has a 50% interest. The new Marysville station will be called KMYC.

Eastern Locals

Two additional new local stations were authorized by the Commission Jan. 25 in final orders made effective Jan. 26—one in Scranton, Pa. and the other in Logan, W. Va. The same day the Commission issued proposed findings recommending a new local in Erie, Pa., which are usually adopted as a matter of routine unless objections are raised.

The new station in Scranton will be licensed to Union Broadcasting Co., and will operate with 100 watts night and 250 day on 1370 kc. Holding 49.6% of the stock each are Martin Memola, of Madisonville, Pa., a farm manager, and Lou Poler, of Jessup, Pa., a retail dry goods merchant. Call letters will be WARM.

The new station in Logan was granted to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greeverm payroll clerk of the Merrill coal mines, as partners. It will operate with 100 watts daytime only on 1200 kc. Call letters will be WLOG.

The proposed grant in Erie is to Presque Isle Broadcasting Co., for an outlet on 1500 kc., using 100 watts night and 250 day. Stockholders in the company, all of Erie, are Jacob A. Young, merchant, 44%; William P. Sengel, printer, 43.2%; Gerard P. O'Connor, 12%; B. Walker Sennett, attorney, .4%; Joseph V. Agresti, attorney, .4%.

New Phoenix Local

PROPOSED findings favoring the grant of a new station in Phoenix, Ariz. to M. C. Reese, insurance man, were made final by the FCC in a decision ordered effective Jan. 26. The new station, to be known as KPHO, will operate with 100 watts night and 250 day on 1200 kc. Its owner is president of the Mutual Benefit Society of Phoenix.

EXPERTS, and plenty of them, refused to be stumped when members of the Washington Advertising Club staged a broadcast quiz section at their Jan. 17 lunch meeting. Eight capital practitioners of the radio art withstood a half-hour barrage of queries, most of which came from agency members. Seated (l to r) are William A. Dolph, manager WOL; Ann Gillis, program director WJSV, CBS Washington key; Jess Willard, manager WJSV; John H. Dodge, sales manager WRC-WMAL; W. C. Lent, NBC assistant director of development and research. Standing are Alvin Q. Ehrlich, president of club; Walter Compton, MBS presidential announcer and WOL news commentator; David B. Stein, radio director, Kal Adv. Agency; Carleton D. Smith, assistant manager WRC-WMAL.

WTSP, St. Petersburg, Sold to Nelson Poynter

WTSP, St. Petersburg, Fla., local outlet on 1370 kc. which went on the air last November, has been sold to Nelson Poynter, editor of the *St. Petersburg Times*, subject to FCC approval. Negotiations for the purchase have been in progress for some time, but were delayed due to the illness of Sam H. Mann Jr., attorney, who heads the company which procured the CP last April. Although a higher offer for the station was made than that of Mr. Poynter, the owners rejected it in the stated belief that "WTSP could realize its greatest usefulness as an instrument of public service in the hands of the *Times* editor because of the traditions that go with that editorship." Staff will remain unchanged, and the station will be operated separately from the newspaper. Mr. Poynter is former business manager of the *Washington Daily News* and former publisher of the *Columbus Citizen*, and has had foreign experience as a journalist in Japan.

Power Boosts Granted

WHEB, Portsmouth, N. H., Jan. 25 was authorized by the FCC to increase its power from 250 watts to 1,000 watts daytime on the 740 kc. At the same time, the FCC authorized KXOX, Sweetwater, Tex., to change its hours of operation from daytime to unlimited time on the 1210 kc. channel with 250 watts power. KVFD, Fort Dodge, Ia., was granted a modification of license to increase its night power from 100 watts to 250 watts on 1370 kc.

WADC Gets 5 kw. N

WADC, Akron, O., was authorized Jan. 25 by the FCC to increase its night power from 1,000 to 5,000 watts. It will now operate unlimited time, on 1320 kc. The construction permit provided for removal of both studio and transmitter.

A. J. MOSBY, head of Mosby's Inc., operator of KGVO, Missoula, Mont., has applied to the FCC for a new 500-watt night and 1,000 day outlet on 1110 kc. in Anaconda, Mont.

Glade in KSUB Change

EARL J. GLADE, manager of KSL, Salt Lake City, is disclosed as 42.3% stockholder in the Southern Utah Broadcasting Co., organized to take over KSUB, Cedar City, Utah, a 100-watt outlet on 1310 kc., in a reorganization occasioned by the death of Harold Johnson, former partner in the station's ownership with Leland F. Perry. Application for transfer of ownership was made to the FCC Jan. 25. Mr. Perry would remain as president and operator of the station, owning 28.2% of the stock. Other stockholders include William A. Jones, lumberman, 2.8%; K. M. Doan, lumberman, 1.4%, and Durham Morris, attorney, 1.4%.

Booth Assumes Control Of WMBC in Detroit

ADOPTING as its slogan "Detroit's home station" and specializing in INS news and local sports, WMBC, Detroit, is now operating under the general managership of John Lord Booth, who recently purchased control [BROADCASTING, Jan. 1]. Mr. Booth, 32, is the son of the late Ralph H. Booth, president of the Booth Newspapers of Michigan, but does not actively participate in the newspaper chain's operations.

Sports programs are handled by Jack Kelly, and WMBC is continuing its famous *Old Op'ry House* program along with its *Happy Hour* featuring Chuck Stanley as m.c. Prudence Butterfield conducts children's periods and a noon-hour program features Regina Ruth, favorite Detroit torch singer. Al Gross conducts the studio orchestra. Various staff changes are being made, but Hi Steed continues as studio director, Eddie Clark as chief engineer and Charles Farrell as chief announcer.

MSB BROADCAST Co., Omaha, has applied to the FCC for a new 250-watt station on 1500 kc. in that city. Owning one-third of the stock each in the company are C. J. Malmsten, president, rancher and citrus grower with holdings in Nebraska, Iowa, Texas and Florida, who is also part owner of the new KORN, Fremont, Neb.; Arthur Baldwin, insurance and real estate, also part owner of KORN, and John K. Morrison, insurance man and farm owner, of Omaha.

BIOW DROPS PLAN TO ACQUIRE WINS

WITHDRAWAL of the application of Milton Biow, New York advertising executive heading the agency of the same name, for acquisition of WINS, New York, from Hearst Radio for $150,000, was announced Jan. 20. The FCC approved the request Jan. 26.

Coincident with the withdrawal, Major E. N. Stoer, comptroller of Hearst Radio Inc., announced that WINS has been withdrawn from the market and is no longer for sale. He said it would be operated by Hearst Radio in the same fashion as WBAL, Baltimore; WISN, Milwaukee: WCAE, Pittsburgh, and KYA, San Francisco. He pointed out that the withdrawal was "by mutual agreement".

Metropolitan Broadcasting Corp., headed by Mr. Biow and his wife, asked that the application for voluntary assignment, scheduled for hearing on March 4, be withdrawn without prejudice because Mrs. Biow as a principal stockholder, is seriously ill and has been unable to attend hearings scheduled in Washington. It was added that it is impossible to determine when she will be able to attend a hearing and that Hearst Radio Inc., present licensee, agreed to request withdrawal of the application.

Biow Co. is advertising agency for Bulova Watch Co. and placed Bulova time signals nationally. It also handles the Phillip Morris account. Mr. Biow is associated with Arde Bulova, New York watch manufacturer and broadcaster, in ownership of WNEW, New York.

J. M. West Group Buys KTBC, in Austin, Tex.

AUTHORITY to transfer ownership of KTBC, 1,000-watt daytime station on 1120 kc. in Austin, Tex., to a group of local business and professional men, is sought in an application filed with the FCC Jan. 22. All stock in State Capitol Broadcasting Assn. Inc., licensee, would be acquired for $50,000 by the group, headed by J. M. West, who is chairman of the board of West Security Co., president of South Texas Lumber Co., chairman of West Production Co., chairman of Dr. Pepper Bottling Co. of Atlanta, president of West Cattle Co., and president of the *Austin Daily Tribune*. Among other interests, Mr. West also is owner of the *Dallas Dispatch Journal*.

Associated with Mr. West in acquiring the station would be his son, J. Marion West, president of West Production Co. and treasurer of West Security Co., and P.M. Stevenson, Austin attorney. They would purchase the stock held by R. B. Anderson, former president of the State Tax Commission who has moved to Vernon, Tex. as trustee of the big Waggoner estate; R. A. Stuart, former State Senator, now practicing law in Fort Worth, and A. W. Walker, Jr., professor of law at the U of Texas. Messrs. Anderson, Stuart and Walker obtained the station license as partners by an FCC grant of July 1937, and it went on the air Aug. 1, 1939.

WJHO are the call letters assigned by the FCC for the new local station in Opelika, Ala., recently authorized by the FCC [BROADCASTING, Jan. 15].

FORGET THE BLUE-PLATE SPECIAL AND ORDER WHATEVER YOU PLEASE!
1 "That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO.
A La Carte
BLUE PLATE SPECIAL

2 "Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice.

3 "SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more.

4 "It gives you your selection of best available periods to fit the habits of people in each time-zone.

5 "It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed.

6 "And your distribution governs everything about SPOT RADIO — you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"

On a flock of stations or just a handful—
SPOT YOUR RADIO!

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.

—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?

ON THE AIR TODAY

ANY TIME

ANY LENGTH

ANY WHERE

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO.
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: **NEW YORK · CHICAGO · SAN FRANCISCO**
DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

Miller Places BMI in Motion With Million Dollars in Sight

Anti-ASCAP Music Project to Be Fully Effective By March 2, He Says; NAB Board to Meet

WITH approximately a million dollars of the $1,500,000 Broadcast Music Inc. fund already accounted for following his 25,000-mile trip around the country, NAB President Neville Miller has set in motion machinery to make the industry-owned music project fully effective by March 2.

At a meeting of the Broadcast Music board in New York Jan. 30, it was decided to make the anti-ASCAP project fully operative March 2, as provided in the corporate papers. A tentative deadline of Feb. 1 had been set up, with a month's leeway allowed at the discretion of the board.

President Miller declared the million dollars already accounted for was based on subscriptions from cooperating stations and that the million-and-a-half dollar goal appeared in sight. Describing the campaign as "very successful", he said the entire fund is necessary and the Broadcast Music board is not disposed to stop in advance of achieving that goal.

Board to Meet

Announcement was made that the NAB board of 23 members will convene in Washington Feb. 19 and 20 for its first meeting of the new year. It met last in November, at which time impetus was given Broadcast Music. It is presumed the board will go over proposals in connection with retention of executive personnel for the independent music reservoir as well as consider a full agenda covering legislative, copyright, musicians' employment and other current issues.

A complete breakdown of the results of the meetings in the 17 NAB districts, all save two of which were personally attended by President Miller, showed that 416 stations of the 728 commercially operated outlets on the air in the country were represented at the sessions. Of that number 359 commercial stations either signed, committed themselves to approval of the plan, or promised to recommend approval to their chiefs. In addition there were two non-commercial station commitments. With the annual revenue of the commercial stations in the country estimated at approximately $76,000,000, the breakdown revealed that 66% of that dollar volume or stations doing approximately $50,200,000 have committed themselves.

From approximately 160 of the stations the NAB already has received about $100,000 in actual cash, representing one-fifth of their total commitments. Added to this fund is $80,000 committed from NBC and CBS, bringing the total cash in hand toward the project to approximately $180,000. Multiplying this figure by five, $900,000 of the $1,500,000 goal already is accounted for. There are still some 200 stations, which have committed but have not yet sent in their checks. It was confidently expected the $1,500,000 goal would be achieved not only by payments from stations already committed but also from stations not able to attend district meetings but known to support the plan.

Pointing out there is much work yet to be done, Mr. Miller on Jan. 26 urged stations which have indicated approval but have not yet sent in their checks, stock subscriptions and license agreements to attend to this at the earliest possible moment. He expressed his gratitude to stations which already have followed through.

"Several months ago," Mr. Miller declared, "many said the broadcasters would never show a united front, and would not contribute any substantial sum. By your recent actions you have answered that statement more eloquently than I have done by any number of words."

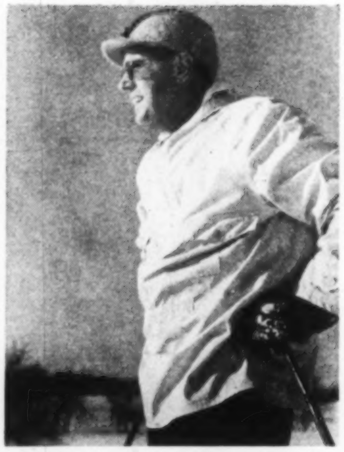
Details Ready Soon

Detailed plans for Broadcast Music are in the process of formation and will be designed to give the industry an independent music supply, relieving it of complete dependence upon ASCAP when current contracts expire Dec. 31, 1940. Sydney M. Kaye, New York copyright counsel for the NAB, and Stuart M. Sprague, his associate, are working on these preliminary plans, which presumably will be submitted to the NAB board at its meeting later this month. A number of prominent figures in the music field are understood to be under consideration for the executive post with Broadcast Music.

Several stations, it is understood, have submitted checks representing 10% of their 1937 payments to ASCAP together with their subscription to that amount of stock in Broadcast Music but have advised the NAB they do not propose to follow through on the license payments. A case in point is that of KXL, Portland, Ore., headed by T. W. Symons Jr., who also operates KFPY, Spokane, and is interested in the ownership of KGIR, Butte, of which Ed Craney is president. Mr. Craney strongly opposed the Broadcast Music plan [BROADCASTING Jan. 1].

In a letter to Mr. Miller Jan. 16, Mr. Symons said he was one of the great majority of broadcasters who believed broadcasting must ultimately free itself "from the monopoly hold of ASCAP, and who have fought both to create a competitive source of music and to cure the injustices arising from ASCAP's business methods." Therefore, he said he could hardly fail to subscribe to stock in the company.

Mr. Symons declared that perpetuation of ASCAP's practical monopoly was based largely upon their system of refusing to sell use of their music and their demand that stations take a blanket license, precentage-wise, regardless of how much or how little ASCAP music was used. He pointed out he had fostered legislation in both Washington and Oregon to have laws passed forbidding this type of contract and that he had joined in voting for resolutions which had been passed by every convention of NAB for the last 10 or 12 years, condemning this type of contract.



HOBBIES? Well Herb Hollister has more than a lobby-full. The prexy of KANS, Wichita, and KFBI, Abilene, now moving to Wichita, started in radio as a hobby—manufacturing piezzo-electric crystal controls as a sideline to engineering. As a candid cameraman and a swimmer he is ne plus ultra. Now he's turned to skiing and mountain-climbing. Here he is on a recent pilgrimage to Berthoud Pass, west of Denver, training for the Ice-Cycle Derby.

"I cannot be so inconsistent as to turn against my principles, and to consider the right for Broadcast Music Inc. to do the very things which I, in common with the majority of broadcasters, have condemned ASCAP for doing. If and when I am able to secure a contract from Broadcast Music Inc. whereby this station can pay for such use of your music as we make, I shall be glad to make such a contract. Until such time, this station will forego the use of your music."

Mr. Miller, from July 1, 1939 through Jan. 22, 1940, covered a total of 25,012 miles attending district meetings. On his tour to district meetings in the midwest, 4,517 miles were covered. To attend district meetings in New Orleans, Texas, the Pacific Coast and Florida, he made 9,888 miles. And on miscellaneous trips, during the same period, 10,607 miles were covered. During his first full year with the NAB, from July 1, 1938 to July 1, 1939, Mr. Miller covered 35,000 miles.

More Station Pledges

Stations which pledged subscriptions at the meetings head from Jan. 9-13 on the Pacific coast are KIEM KARM KMJ KDON KLS KLX KROW KFBK KROY KGO KJBS KPO KSAN KSFO KQW KSRO KWG KTKC KOH KHBC KGMB KSUN KOY KGLU KTUC KICA KWEW KGFL KERN KPMC KMPC KIEV KFOX KGER KECA KFAC KFI KFVD KMTR KNX KRKD KFSD KTMS KUIN KOOS KMED KALE KEX KGW KOIN KRNR KJR KOMO KGA KHO.

Stations which pledged at the District 5 meeting in Columbus, Ga., Jan. 18, and Orlando, Fla., Jan. 19, are WAPI WBRC WSGN WCOV WSFA WFTL WFTM WMBR WIOD WQAM WDBO WSUN WTSP WTAL WDAE WFLA WJNO WGPC WAGA WATL WSB WRBL WMAZ WTOC WPAX WPRP.

Attending the Meetings

Attending the District 16 meeting in Los Angeles Jan. 9 were: Fred Palmer, KSUN-KOY-KGLU-KTUC; W. E. Whitmore, KWEW-KGFL; Robert Stoddard, KERN; L. A. Schamblin, KPMC; Leo B. Tyson, KMPC; L. W. Peters, KIEV; Lawrence McDowell, KFOX; C. Merwin Dobyns, KGER; Harrison Holliway, KECA-KFI; Calvin J. Smith, KFAC; J. F. Burke, KFVD; Harry Maizlish, KFWB; Ben S. McGlashan, KGFJ; Van Newkirk, KHJ; Victor Dalton, KMTR; D. W. Thornburgh, KNX; J. Austin Driscoll, KRKD; J. C. Lee, KFXM; Thomas E. Sharp, KFSD; Ernest L. Spencer, KVOE; and Frank V. Webb, KTMS.

Present at the Jan. 10 meeting of District 15 at San Francisco were: Lou Keplinger, KARM; G. C. Hamilton, KMJ-KWG; Howard Walters, KDON; L. S. Warner, KLS; Preston Allen, KLX; Phil Lasky, KROW-KSFO; Howard Lane, KFBK-KOH; Will Thompson, KROY; William Pabst, KFRC; Glenn Dolberg, KGO; Ralph Brunton, KJBS; A. E. Nelson, KPO; William Grove, KSAN; C. L. McCarthy, KQW; Wilt Gunzendorfer, KSRO; C. P. Scott, KTKC; Marion Walker, KHUB; Fred G. Williams, KHBC-KGMB; Sherwood Brunton, KJBS; Gerald King, Standard Radio; W. H. Beltz, RCA; Charles Whitmore, KTKC; R. F. Schuetz, NBC; Ray Lewis, KQW; John Brunton, KJBS; Neville Miller, NAB.

Present at the meeting of District 17 broadcasters at Portland, Ore., Jan. 12 were: Harry Spence, KXRO; Paul H. Connet, KEX; Harold M. Finlay, KLBM; Ben E. Stone, KOOS; Harry H. Burkendahl, KOIN-KALE; Ted Koorman, KALE; Gerald King, Standard Radio; W. Carey Jennings, KGW-KEX; M. J. Frey, KGW-KEX; H. Q. Cox, KGW-KEX; John Walker, KOIN; C. Roy Hunt, KALE-KOIN; H. M. Swartwood, KOIN-KALE; Frank H. Loggan, KBND; John Bauriedel, KUIN; Marshall H. Pangra, KRNR; Harris Ellsworth, KRNR; Lee Bishop, KMED; Frank L. Hill, KIDO-KONE, Boise, Idaho; C. O. Chatterton, KORE-KSLM; George Kincaid, KFJI; John H. Kendall, Attorney; C. W. Myers, KOIN-KALE; James C. Wallace, KAST; T. W. Symons, Jr., KXL; Harvey Benson, KOIN-KALE; Louis Wasmer, KHQ-KGA; Lee Davis, KWJJ; G. E. Spierston, KWJJ; C. E. Arney, Jr., KOMO-KJR; Harry Reed, KSLM; Glenn McCormick, KORE.

Those who attended the District 17 meeting of Washington State broadcasters at Seattle Jan. 13 were: Harry R. Spence, KXRO; J. Elroy McCaw, KELA; Florence Wallace, KXA; Vernice Erwin, KVI; J. A. Murphy, KIT-KMO; Archie Taft, KHQ-KGA-KOL; Rogan Jones, KVOS; H. J. Quilliam, KIRO; Robert E. Priebe, KRSC; Arthur L. Smith, KFIO, Birt Fisher, KOMO-KJR; R. F. Meggee, KXA.

District 5 broadcasters, representing Alabama and Georgia broadcasters, who attended the Jan. 18 meeting at Columbus were: Thad Holt, WAPI; K. G. Marshall, WBRC; Henry P. Johnson, WSGN; G. W. Covington, Jr., WCOV; Howard E. Pill, WSFA; Stewart Watson, WGPC; Maurice C. Coleman, WATL; Paula Wilbrite, John Fulton, WGST; Lambdin Kay, WSB-WAGA; William J. Davis, WRDW; James Woodruff, Jr., WRBL; Wilton Cobb, WMAZ; Ben Williams, William O. Knight, WTOC; H. Wimpy, WPAX; Jack Williams, John J. Tobola, WAYX; Walter Tison, WFLA.

District 5 broadcasters from Florida who attended the meeting at Orlando Jan. 19 were: W. Wright Esch, WMFJ; James H. Knox, WFTL; W. E. Eenns, Jr., WFTM; Jack Hopkins, WJAX; Frank King, Glenn Marshall, Jr., WMBR; Hal Leyshon, WIOD; F. W. Borton, WQAM; H. P. Danforth, WDBO; R. M. Tigert, WFOY; Harold H. Meyer, WSUN; Fred Bugg, WTSP; L. S. Mitchell, WDAE; Walter Tison, WFLA; Reggie Martin, WJNO; Robert Feagin, Mrs. Marjorie B. Willis, WTOC.

LeGear Starts Spots

DR. L. D. LeGEAR MEDICINE Co., St. Louis, has started a varying schedule of spot announcements three days weekly on WBT, Charlotte, and KMOX, St. Louis. Cramer-Krasselt Co., Milwaukee, handles the account.

Everybody's so nice to us!

The World-Telegram, the Cleveland Plain Dealer and the Fame 1940 Popularity Polls awarded the Great Majority of First Places to NBC . . .

—and now Radio Daily heaps more honors on NBC

In this poll, NBC again scores a sweeping victory, winning 12 out of 16 first places. In "favorite program" classification, first six favorites—and eight out of first ten—are NBC shows!

We wouldn't be human and not feel a strong sense of pride over all these stunning "poll" victories. Our sincere thanks goes not only to the men and women who cast the votes, but to the advertisers and agencies who made these programs possible.

These polls prove one thing very clearly—NBC is successfully maintaining its policy of providing the very finest in entertainment for its millions of Red and Blue Network listeners.

NBC programs and artists—plus the many NBC services "in the public interest,"—are the reasons why radio owners from coast to coast agree that NBC is "The World's Greatest Broadcasting System."

THESE ARE THE NBC PROGRAMS AND ARTISTS VOTED TOPS IN RADIO DAILY POLL!

Favorite Program	Jell-O
Favorite Entertainer	Jack Benny
Most Popular Dance Band	Guy Lombardo*
Favorite Serial	One Man's Family
Favorite Educational Program	America's Town Meeting
Favorite Female Vocalist (popular)	Connie Boswell
Favorite Male Vocalist (classical)	Nelson Eddy
Favorite Male Vocalist (popular)	Bing Crosby
Favorite Female Vocalist (classical)	Margaret Speaks
Favorite Comedian	Jack Benny
Favorite Quiz Program	"Information, Please"
Favorite Sports Commentator	Bill Stern

**Shared with CBS*

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

Promotion Stunts Head KMPC Fete

Notables Take Part in Gala Los Angeles Celebration

AFTER BEING on the air one week with increased power and fulltime operation, KMPC, Los Angeles, broadcast a special half-hour program Jan. 22 to celebrate its new schedule and facilities and to welcome five outstanding radio and entertainment personalities—Bing Crosby, Harold Lloyd, Paul Whiteman, Freeman Gosden and Charles Correll (*Amos 'n' Andy*)—as new members of the station's board of directors [BROADCASTING, Jan. 15].

All were present to participate in the broadcast with exception of Whiteman, who sent a special recording from New York. Leo B. Tyson, vice-president and general manager of KMPC, introduced G. A. (Dick) Richards, president of the organization, which owns that station and also operates WJR, Detroit, and WGAR, Cleveland. Mr. Richards spoke briefly. Don Wilson, announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp., was m.c. John Scott Trotter led the orchestra. Association of five entertainers as directors of KMPC is unique in broadcasting history, marking the first time on the West Coast that performers have projected themselves into the business end of station operation.

Promotion Campaign

Other members of the directorate and officials present for the special broadcast included: Leo J. Fitzpatrick, executive vice-president of the stations and manager of WJR; John F. Patt, vice-president and manager of WGAR; P. M. Thomas, secretary-treasurer, and R. Morris Pierce, chief engineer of WGAR.

With increase in power and fulltime operation, KMPC launched an elaborate merchandising and promotion campaign to call attention to its new features. More than 150 copies of the recent *Los Angeles Times* mid-winter special edition were sent to major eastern advertising agencies and time buyers. Attached to various pages throughout each edition, which was full of southern California market information, was a series of 13 stickers calling attention to KMPC facilities and programs. Besides using its own facilities with several spot announcements daily, more than 150 two-sided, 24x24 inch blue-and-white posters with the slogan "KMPC, Full Time, Big Time" were placed on lamp posts and trees along the main streets of Beverly Hills. On Jan. 14, a day before KMPC went fulltime, a blimp carrying the streamer, "Watch KMPC in 1940", circled over the Southern California area.

The *Los Angeles Examiner* on Jan. 22 carried a special two-page spread of news stories, art and congratulatory display ads from sponsors and other business firms. Station also used two large display ads in that section in addition to space that same day in both the *Los Angeles Times* and *Herald-Express*. Smaller space on the radio pages was used during the first week of increased power and time.

KMPC sent 450 gardenia corsages to guests attending the annual Beverly Hills Chamber of Commerce banquet held the same night as the station's special broadcast. During the week of Jan. 15, Beverly Hills society girls, accompanied by KMPC salesmen, invaded Los Angeles advertising agencies to pin boutonniers on account executives and time buyers.

Changes in Staff

Staff changes announced by Mr. Tyson include Bob Reynolds, acaccount executive for the last two years, as sales manager; William J. Beaton, sales promotion manager, in addition to sales duties of the last three years; Bill Anderson, formerly of KOMA, Oklahoma City, and for two years with CBS, Los Angeles, publicity director; Ken Woodyatt, formerly KFOX, Long Beach, studio engineer. Transmitter engineers added are Michael O'Bradovick, formerly KEHE; D. A. Simmons, formerly KRKD; Malcolm P. Mobley Jr., formerly KGFJ and Murray H. Link, formerly KMTR.

UNIQUE in radio is the new directorate of KMPC, Los Angeles, which on Jan. 15 began fulltime operation with 5,000 watts day and 1,000 watts night as an optional outlet for CBS. Headed by George A. (Dick) Richards, president of WJR, Detroit, and WGAR, Cleveland, who now resides on the Coast, the station has on its board five top-flight figures in the entertainment world, four of whom skyrocketed to fame via radio. Also associated in the station's management by remote control are Leo Fitzpatrick, executive vice-president and head of WJR, John F. Patt, vice-president and head of WGAR, and P. M. Thomas, secretary-treasurer. Here are the executives and directors of KMPC residing in Los Angeles. Top (l to r), Charles Correll (Andy of *Amos 'n' Andy*), Mr. Richards, and Freeman Gosden (Amos). Center, Leo B. Tyson, vice-president and general manager of KMPC; bottom, Paul Whiteman, Harold Lloyd and Bing Crosby.

Richards Sells Pro Team

GEORGE A. (Dick) RICHARDS, chief owner of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., has sold the Detroit Lions pro football team to a Chicago syndicate headed by Fred L. Mandel Jr., former Chicago mail order house executive. Mr. Richards acted on doctor's orders in divesting himself of this outside interest, to which he could devote little time.

SOUTHERN NETWORK REVISES GROUPING

REORGANIZATION of the Southern Network, whereby three separate combinations of stations have been formed for the benefit of clients of MBS as well as for regional accounts, was effected at a meeting Jan. 8-9 in Cincinnati.

At the sessions were J. M. Draughon, WSIX, Nashville; Lindsey and Gilmore Nunn, WLAP, Lexington, and WCMI, Ashland; Hulbert Taft Jr., WKRC, Cincinnati; James R. Hanrahan, WMPS, Memphis; Maurice C. Coleman, WATL, Atlanta, new MBS outlet, and S. A. Cisler, WGRC, New Albany-Louisville.

The Southern Network was organized several months ago by the Nunn stations in collaboration with Messrs. Cisler and Draughon. The three combinations of stations are as follows: WKRC, WGRC, WSIX, WCMI and WLAP; WKRC, WGRC and WSIX; and WKRC, WGRC, WCMI and WLAP. A rate card for each group has been prepared. All of the stations are linked by fulltime wires with provision made for program origination at any member station. It was disclosed consideration is being given to the addition of several other stations.

RUDY BACK MARCH 7 IN SEALTEST SHOW

NATIONAL DAIRY PRODUCTS, New York, on March 7 will start a half-hour weekly variety program starring Rudy Vallee on NBC-Red in the interests of Sealtest milk. The Vallee program will be heard in the 9:30-10 p.m. period currently occupied by General Foods Corp.'s *Good News* hour program, which on March 7 will be cut down to the half-hour, 9-9:30 p.m., on the same number of NBC-Red stations.

With this new Sealtest program, Vallee returns to the air six months after the conclusion of his ten-year contract with Standard Brands on the Fleischmann Yeast program, the longest sponsor-performer association in the history of radio. Details on further talent for the Sealtest program have not been fully arranged, although it is probabe that the program will be an informal variety show with guest stars. McKee & Albright, Philadelphia, is agency.

General Foods has signed Dick Powell, radio and screen star, as m.c. of the *Good News* program when it shifts to a half-hour show, and has added Mary Martin, singing star of the Broadway show "Leave It to Me," to the present list of talent including Fanny Brice, Hanley Stafford and Meredith Willson's orchestra. Benton & Bowles, New York, is the agency in charge.

Valentine Day Campaign Is Arranged by Sperry

UNDER its plan to promote bakery products on Hallowe'en, Mother's Day and Valentine Day, Sperry Flour Co., Division of General Mills, San Francisco, on Feb. 12 will present one-day radio campaign on 31 Mutual-Don Lee stations on the Pacific Coast and six stations in Denver, Salt Lake City and Spokane. The network program, titled *Sweetheart Show*, will be released from KFRC, San Francisco for the Mutual net, 10:30-10:45 a.m. (PST). It will feature Valentine and sweetheart songs, with Mel Venter as master of ceremonies; Phil Stearns and Melba Rae Toombs carrying out the romantic end; Cy Trobbe's Orchestra and Organist Elbert LaSchelle.

The program will be presented by Sperry for the grocers of the Pacific Coast, urging the public to buy special Valentine cakes at their neighborhood bakery. Hundred-word spot announcements will be used two or three times Feb. 12 on KOA and KLZ, Denver; KDYL and KSL, Salt Lake City and KFPY, KHQ, Spokane. A sales promotion campaign also is planned. A similar radio campaign is contemplated for Mother's Day in May. The account is handled by Westco Advertising, San Francisco.

Greyhound on Blue

GREYHOUND MANAGEMENT Co., Cleveland, on Feb. 16 will start a half-hour weekly musical and quiz program, titled *This Amazing America*, in behalf of its affiliated bus lines on NBC-Blue. The studio audience will participate in the quiz section, questions about America to be furnished by listeners. The program will be heard live on 49 Blue stations, while transcriptions of the show will be heard later the same evening on 9 of NBC's West Coast stations. Beaumont & Hohman, Cleveland, is agency.

NEW 1940 SURVEY

Reveals Greater-Than-Ever Preference for WWJ in the Detroit Market!

GEO. P. HOLLINGBERY
Chicago Office

FRED HAGUE
Chicago Office

WALTER HOLDEN
Chicago Office

Every survey taken of the listening habits of radio audiences in Detroit during the last 10 years shows WWJ to be the favorite station in this important market. Here is the latest:

Survey taken by
The Hooper-Holmes Bureau, Incorporated,
Tuesday, January 9, 1940, 6 to 7 P. M.

Period	Station	Percentage of Listening Audience	Program
6:00-6:15 P. M.	WWJ	49.6%	Tyson's Sports Review
6:15-6:30 P. M.	WWJ	81.0%*	C. C. Bradner's Newscast
6:30-6:45 P. M.	WWJ	62.5%	Adventures of Pinocchio
6:45-7:00 P. M.	WWJ	75.4%	Lowell Thomas (NBC)

For additional facts about the Detroit market and WWJ's pre-eminence in this market, consult a George P. Hollingbery representative in your city or write to the sales department of WWJ.

*An 81% rating for any regular daily program is so unheard-of that we hesitated to publish this survey, but that's what the survey revealed—and The Hooper-Holmes Bureau, Inc., will attest to its accuracy and impartiality.

F. E. SPENCER, JR.
New York Office

R. A. DAVIES, JR.
New York Office

"DON" DONAHUE
New York Office

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

Canada Girds to Defend Sponsorship

Convention Decides to Fight Any Bans on New Sponsors

By JAMES MONTAGNES

DECISIONS to fight to the utmost any attempt to ban commercial sponsorship of newscasts and the demand by several radio advertisers for more promotional expenditures by stations on their campaigns featured the sixth annual convention of the Canadian Assn. of Broadcasters held at the Mount Royal Hotel, Montreal, Jan. 22-24.

With the largest attendance of Canadian broadcasters—50 stations represented out of a membership of 58 of a possible 73 privately-owned stations in Canada—the convention unanimously decided that nothing should stand in the way of their continuance of commercially sponsoring newscasts. Even the newspaper-owned stations insisted there must be no ban on this field of private commercial broadcasting, which CAB President Harry Sedgwick, of CFRB, Toronto, estimated in his report between $600,000 and $700,000 a year.

Canada's Busiest Year

It was the busiest year for private broadcasting that President Sedgwick reviewed with a written report to the 60 delegates on the opening day. In his report President Sedgwick told of the annual question of fees to the Canadian Performing Rights Society, Ltd. (Canada's ASCAP); how the CAB in conjunction with the Canadian Broadcasting Corp. had suggested a long-term fee of 9 cents per licensed receiver to replace the 8-cent fee fixed by the Copyright Appeal Board; how CPRS had countered with an annual sliding scale starting at 11 cents per licensed receiver and increasing by a half cent per year; how the war had interfered with continuance of these plans, and how the Copyright Appeal Board had set a rate of 8 cents per licensed receiver for 1940 in December, [BROADCASTING, Jan. 1], as against the CPRS request for a 14-cent fee per receiver.

SERVING as directors of the Canadian Assn. of Broadcasters this year are these well-known figures in the Dominion industry (l to r): Seated, A. A. Murphy, CFQC, Saskatoon, Sask.; Harry Sedgwick, CFRB, Toronto, and CAB president; S. J. Neill, CFNB, Fredericton, N. B.; T. A. Evans, secretary-treasurer, CAB; standing are H. R. Carson, CFAC, Calgary, Alta.; Henry Gooderham, CKCL, Toronto; H. G. Love, CFCN Calgary. M. Lefebvre, CHLP, Montreal, absent when photo was taken.

"Canada is practically the only country in the world," said Mr. Sedgwick, "which has effective copyright legislation which on the one hand assures to the authors and composers a reasonable return for their creative efforts and at the same time protects the music user against exorbitant fees which are bound to be exacted if there is no legislative control. It has been due to the effort of your association in conjunction with the other music users of Canada that this result has been achieved. The CPRS following the policy of similar organizations in other countries has opposed and will continue to oppose all efforts to control and regulate their activities and the whole matter must be the subject of continued vigilance in order that we may not lose the protection which is now afforded to us . . . On the whole the copyright situation at the moment can be considered satisfactory."

He stressed the use by broadcasters "as far as consistent with their internal economy to make use of transcription libraries which are made up of public domain and tax free music to enable us to show a downward trend in the use of CPRS music if and when an enquiry (by the government) is held. We have established that the actual music time on the air has declined and the use of CPRS music has also declined as compared with public domain music."

War Absentees

MAJ. WM. C. BORRETT, CHNS, Halifax, now with the Canadian Active Service Force at Halifax, and Wing Commander H. R. McLaughlin, formerly of CJRC, Winnipeg, and CJRM, Regina, now stationed with the Royal Canadian Air Force at Trenton, Ont., war absentees from the sixth annual convention of the Canadian Assn. of Broadcasters at Montreal, Jan. 22-24, were sent the following telegram by the assembled delegates: "The CAB in solemn conclave assembled sends you greetings and salutations. We miss you and wish you were here to down one with us. Happy landings and a safe return. By command. T. A. Evans."

The fight to maintain commercial sponsorship of news has developed in Canada in recent months, partly, it is understood, because of the value of news in the present war. Rumors which had developed for some months were ascertained to be facts in November as a result of which the CAB asked for assurance from the board of governors of the Canadian Broadcasting Corp. that there would be no ban on commercially sponsored news from reliable sources. The news made available to the CBC and private stations by the newspaper-owned Canadian Press cannot be sponsored.

Committee Formed

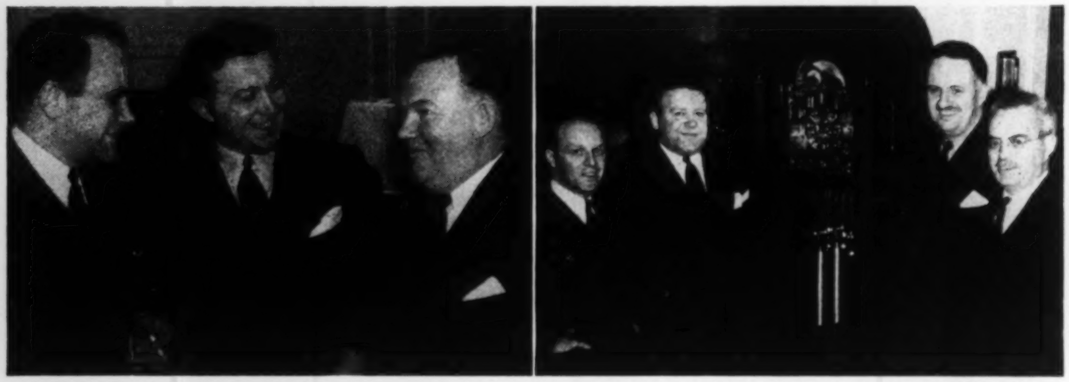
Late in 1939 the CAB was informed by the board of CBC governors as well as Transport Minister C. D. Howe, under whose jurisdiction comes radio in all its phases, that "there appeared to be no public demand for such a regulation". Despite this assurance the CAB learned that early this year a new attempt had been made by the Canadian Press and the newspapers for a ban on commercially sponsored newscasts. During the convention the board of governors of the CBC met at Ottawa and assured the CAB that it would stick to its earlier assurance. But the broadcasters went on record to form a committee to keep in close touch with the situation and fight any attempt at banning such newscasts with all the resources available to the CAB.

The outbreak of war brought the clamp of censorship on Canadian news and for the first time broadcasters learned the behind-the-scenes moves made by the directors of the CAB. "We were successful," President Sedgwick reported "in persuading the authorities not to enact any far-reaching regulations which might have crippled radio stations, and after a thorough canvass of the whole situation, the Censorship Board agreed to do as little general regulating as possible, relying largely on the common sense and desire to cooperate of the radio operators. Matters have worked out splendidly and the stations ought to be congratulated upon the fact that we passed through the difficult transition period without trouble and without any occasion for criticism of radio."

But he urged the assembled delegates to continue their cooperation with the Censorship Board "as a foolish move on the part of one station may jeopardize the whole industry".

In reviewing the relationship of the private broadcasters with the publicly-owned CBC, which also regulates the operation of the privately-owned stations, President Sedgwick remarked how closely the CAB and CBC now worked. So agreeable are relations now that a proposed publicity campaign announced at the last convention in January, 1939 at Toronto [BROADCASTING, Feb. 1, 1939] had to be dropped before it started, and today the CAB directors and the CBC board of governors sit around the

(Continued on page 78)



ADVERTISING executives gathered in groups for informal talks at the CAB convention in Montreal. Talking over the proceedings (left photo) are (l to r), Carl Swanson, account executive, J. Walter Thompson Co., New York; Robert Merry, advertising manager, Lever Bros. (Canada), Toronto and chairman of the Assn. of Canadian Advertisers' radio committee; Glen Bannerman, advertising manager of Hudson Motor Car Co. (Canada), and ACA president. Token of esteem and a birthday gift as well was the grandfather's clock donated by CAB delegates at Montreal to Harry Sedgwick (second from left), CAB president for the sixth time. Presentation was made by L. I. Shatford (left), of CHNS, Halifax; at right are F. H. Elphicke, CJCA, Edmonton, and K. S. Rogers, CFCY, Charlottetown, P. E. I.

CBC
IN
ONTARIO
ONTARIO
P.E.I.

REACHES 99.5% OF ALL RADIO HOMES IN THIS WEALTHY CANADIAN PROVINCE

QUALITY COVERAGE . . . a coast-to-coast coverage that assures a loyal and radio-minded audience . . . their goodwill built up and sustained by consistent programs of the finest of radio entertainment . . . that is the record of CBC in Canada.

What is true of the entire Dominion is equally true of each Province. In Ontario, for instance, Canada's wealthy, industrial province . . . where 3,690,000 people produce goods valued at $1,229,738,170 every year, and where retail sales reach $848,014,000 annually, *CBC, through its 50,000 watt Key Station, CBL, Toronto, and a regional network, reaches 99.5% of all radio homes in this rich province.*

Whatever coverage is desired, CBC provides a complete and productive service by means of its nationally organized facilities.

CBC
COVERS CANADA

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

Distribution Study Funds Are Voted

House Approves $2,300,000 For the Trade Commission

FUNDS to conduct an investigation into methods and costs of distribution, covering advertising as a principal factor, are included in the $2,300,000 appropriation for the Federal Trade Commission voted Jan. 18 by the House as part of the Independent Offices Appropriation Bill. Plans to conduct the survey of distribution costs and methods were revealed in the hearing record of the House Appropriation Committee.

That radio advertising would be considered along with other media in the investigation was stated indirectly in the broad declaration made by FTC officials to the House committee during the hearing: "The place of advertising in distribution, especially national advertising, is a matter of great importance and general interest. Is it costing the consumer too much for the service it renders. Does it sometimes render the consumer a disservice? The proposed inquiry would seek to answer these and other inquiries."

Cost Trends

Further testimony of FTC representatives was that more than half the final cost to the consumer of all commodities taken together is estimated to go toward distribution, contrasted to the former situation where production costs predominated. They also observed that while output of consumer goods per worker is increasing in the production field, it has remained static in the distribution field. The inquiry was justified on that basis that the FTC's work largerly relates to distribution, of which advertising is an "important aspect".

During the hearings reference to radio drug advertising was injected by Rep. Fitzpatrick (D-N. Y.), who queried then-Chairman Robert E. Freer on the control of advertising in this category. Broadcast advertising which prompts the purchase of patent medicine "24-hour cures" "is more dangerous even than advertising in the newspapers, because it is a personal appeal over the radio", Rep. Fitzpatrick declared. Answering the New York Congressmen, Chairman Freer indicated a definition of legitimate puffing: "The Commission proceeds correctively in all cases in which we think we can establish a violation of the law. A great many of these advertisements are what would be called legitimate puffing, which the courts say is not a violation of the law. For instance, the expression of an opoinion: A fellow says it is the best medicine in the world. These things are classified as puffing, and those are the things we cannot stop."

Union Biscuit Adds

UNION BISCUIT Co., St. Louis (crackers), through Gardner Adv. Co., that city, on Jan. 22 added KFRU, Columbia, Mo., and WDZ, Tuscola, Ill., to its list of four stations currently using the transcribed family serial, *The In-Laws*. Other stations will be added. Written and produced by Hal Berger, the series was cut and sold by Aerogram Corp., Hollywood.

OFFICIALS of NBC, 50 of them, learned about the importance of Greenville, S. C., as a textile center when they got boxes containing three shirts, three shorts, six hankies and three pounds of candy—and in every case the garments were the right size. Donor was WFBC, NBC affiliate in Greenville. Looking over the assembled gifts prior to mailing are (l to r) J. L. Hayes, sales manager of Nuckases Mfg. Co.; B. T. Whitmire, WFBC manager, and E. J. Whitehead, of Marschalk & Pratt.

NAB and Recording Companies Protest Bill Proposing Copyright Law Changes

FORMAL NOTICE that the broadcasting industry will oppose the omnibus copyright bill (S-3043), providing for far-reaching revision of existing copyright laws, was served Jan. 26 by NAB President Neville Miller in a letter to Dr. Edith E. Ware, executive secretary of the Committee on the Study of Copyright, which drafted the proposed legislation.

The position of the NAB followed protests against the bill registered by phonograph record manufacturers, magazine publishers and other groups who repudiated the statement of Dr. Ware that it represents "an acceptable adjustment of all interests concerned in copyright".

The bill was drafted after conferences of the committee which began nearly two years ago. The broadcasting industry was represented on the committee by Sydney M. Kaye, NAB special copyright counsel, Stuart M. Sprague, New York attorney also retained by NAB on copyright matters, and Robert P. Myers, NBC New York attorney. Mr. Kaye had observed, immediately after introduction of the measure [BROADCASTING, Jan. 15], that the bill not only does not cure any of the ills of the present law "but enormously intensifies its injustices".

Cites Misconceptions

In his letter to Dr. Ware, President Miller called attention to "misconceptions" regarding the position of the broadcasting industry in her letter-memorandum of Dec. 16 sent to the chairmen of the House and Senate Patents Committees at the time the proposed legislation was submitted. The bill was introduced in the Senate Jan. 8 by Senator Thomas (D-Utah) and was published in the *Congressional Record*, together with a copy of Dr. Ware's letter-memorandum.

"Broadcasters do not consider the meetings of the committee in any sense a substitute for full hearings before the appropriate committees of Congress, and when the bill receives consideration from the Patents Committee of the Senate and House, our industry will be heard," Mr. Miller stated.

He said the NAB also would like to correct the implication of Dr. Ware's letter that the bill, as drafted, represents "an acceptable adjustment of all inerests concerned in copyright". He said the bill contained innumerable provisions which are either "so onerous or ill-considered as to be impracticable from the viewpoint of broadcasters and, we believe, the public." Therefore, he added, NAB must oppose the bill in its entirety.

Recorders Protest

A joint letter, signed by David Mackay for RCA Mfg. Co., Milton Diamond for Decca Records, and Charles B. Seton for Columbia Recording Corp., and addressed to Dr. Ware, points out that such statements in Dr. Ware's letter to the Patents Committees of the Senate and House "leave with the reader a definite impression that in fact the proposed bill is a compromise measure which is at least reasonably satisfactory to all interested groups."

After stating that "recording companies" were listed by Dr. Ware as one such group although no transcription firm was represented, the letter continues that "representatives of three of the phonograph record companies were indeed permitted to attend the sessions but, so far as settlement by discussion is concerned, they might as well have been absent since there was no compromise of any kind made with their interests, and since their interests and, we feel, the interests of the public, were completely disregarded in favor of the interests of the organizations which represent the publishers and writers of popular music."

"So far as phonograph records and electrical transcriptions are concerned," the letter states, "in our opinion the proposed bill completely disregards the rights of the public and the problems of manufacturers which are large and substantial users of copyright material. At an appropriate time we hope to be able to demonstrate this to the proper Congressional Committees and to Congress." Copies of this letter have been sent to all members of the House and Senate Patents Committees.

O'DANIEL TO USE MEXICAN STATION

REGARDED as the forerunner of next summer's campaign is the plan announced Jan. 21 by Gov. Lee O'Daniel of Texas, famed for his radio campaigns, to broadcast his Sunday "chats" three times daily and to include the powerful XEAW, Reynosa, Mexico, opposite McAllen, Tex., among his outlets. The Mexican station is said to be owned by Carr P. Collins. a close personal friend and an original O'Daniel for Governor advocate.

Gov. O'Daniel delivers one address in person on Sundays, the others being transcribed. His list of outlets has been considerably reduced in recent weeks, and according to the *Dallas News* of Jan. 22, "when a large North Texas station cut O'Daniel off the air in the midst of one of his political discussions, his friends boasted that the loss would be more than compensated by the availability of his friend Collins' station at Reynosa."

"A decided advantage in broadcasting over a Mexican station," reported the *News*, "is that statements much more vitriolic can be made than dared be uttered through a Texas station subject to libel laws of this State and at all times available against court judgments."

Radio Leaders' Salaries Shown in Federal Report

AMONG radio and advertising executives whose salaries, bonuses, commissions and other sums from their companies amounted to $75,000 or more during 1938, as reported by the Treasury Dept. Jan. 23, were the following: David Sarnoff, president of RCA, $100,220; William S. Paley, president of CBS, $171,849; Edward Klauber, executive vice-president of CBS, $78,304; Owen D. Young, chairman, General Electric Co., $245,447; George W. Hill, president, American Tobacco Co., $331,348; Philip W. Lennen, Lennen & Mitchell, $80,000; Stanley Resor, J. Walter Thompson Co., $85,500; Hill Blackett, Blackett-Sample-Hummert, $120,000; J. G. Sample, Blackett-Sample-Hummert, $120,000; E. F. Hummert, Blackett-Sample-Hummert, $140,625; David M. Noyes, Lord & Thomas, $80,565; Sheldon R. Coons, Lord & Thomas, $108,921; Henry T. Ewald, Campbell-Ewald Co., $76,000; Lou R. Maxon, Maxon Inc., $98,538; A. L. Lee, D'Arcy Adv. Co., $98,495; P. J. Orthwein, D'Arcy Adv. Co., $77,282; E. J. Churchill, Donahue & Coe, $87,700; Joseph Pulitzer, *St. Louis Post-Dispatch* (KSD), $180,461; John S. McCarrens, *Cleveland Plain Dealer* (WHK-WCLE-WHKC), $153,465.

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BRINGING IN THE SHEAVES

● With its entire advertising appropriation concentrated on a program over WKY, beginning last September, Local Federal Savings and Loan Association of Oklahoma City saw: (1) New savings and investments for the September-through-December period up 59.66% over the same period of 1938; (2) Number of new savings accounts up 65% for the same months; (3) 1939 outstrip any year since 1929!

Prior to September, 1939, various types of media were used by Local Federal. A once-a-week musical program had been aired with only moderate response. Then WKY was given full responsibility for the job. It recommended "Odds and Ends", a quarter hour of poetry and homely philosophy with organ background, put it in the noon spot five days a week. Local Federal accepted the recommendation. Things began to happen.

New accounts were opened from counties throughout the state. They ranged in amount from $5.00 to $15,000. They revived for Local Federal Savings and Loan Association memories of the dash and activity of 1929.

This is the sort of action WKY is in the habit of provoking. It is the kind of result-producing history that is behind WKY's power to induce advertisers, local and national spot, to spend more of their money with WKY than with any other Oklahoma city station year in and year out.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS
KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Merchandising & Promotion

Getting Outlets — Publicity Publicized — Contests — Pay Dirt — Car Cards in New York

DISTRIBUTION-opener is a phrase descriptive of results obtained by Omar Inc., Omaha, Neb. (flour), from a tie-in recently used during its five-weekly *Blue Ribbon Melodies* on WLS, Chicago. On 21 of the early morning programs during a two-month period, recipe booklets were offered all listeners whose grocers didn't handle Omar Blue Ribbon Flour. As a result of the announcements, 5,233 leads were obtained and distributon was quickly opened by Omar salesmen.

This brand of flour was new in the Chicago market when the offers were begun. As a result of listener-response distribution was opened in 90 days through wholesalers, brokers and jobbers serving 85% of the retail outlets in the Chicago area. The series titled *Blue Ribbon Melodies* is aired on WLS from 7:15-7:30 a. m., five weekly, and feature The Rangers novelty trio plus Pa Smithers, whose rustic character is portrayed by Dan Hosmer.

* * *

$12,500 for a Name

PEPSODENT Co., Chicago (toothpaste) on Jan. 30 launched a five weeks $12,500 contest to name the baby daughter of Bill Goodwin, Hollywood announcer on the NBC *Bob Hope Show*. Contestants can enter as many names as they wish. Each name must be written on a carton of the product Hope plugs. Contest is limited to the United States. First prize is set at $5,000 with $1,000 as second. There are also five $250 prizes; ten of $100 each, and 100 ten dollar awards. In addition there are 250 five dollar prizes and one thousand $2 premiums. Judges will be Mrs. Catherine C. Adams, associate editor of *Parents Magazine;* Miss Evalyn Grumbine, managing editor of *Child Life* and Sterling North, literary editor, *Chicago Daily News*.

* * *

Promotion Promotion

MAILING folder depicting the various publicity methods and media used in announcing the station's power increase to 5,000 watts day and 1,000 night has been published by WXYZ, Detroit. The folder, titled "Putting It Over", presents graphically the 4,500,000 circulation achieved with announcements through 29 theatres, 2,174 bus and streetcar signs, 78 women's clubs and societies, educational groups, market broadsides, 35 newspapers, a coast-to-coast NBC broadcast, spot announcements, and advertisements in nine national trade publications, including BROADCASTING.

* * *

Facsimile Exhibit

DURING January KPO and KGO, San Francisco, sponsored the demonstration of RCA facsimile equipment in the two main windows of Sherman, Clay & Co., large music house. Three demonstrations a day were given. Winton Teel of RCA gave intermittent lectures throughout the day from the window, over a p. a. system.

* * *

All Over Atlanta

TO ANNOUNCE its MBS affiliation Jan. 21, WATL, Atlanta, early in January used 10 24-sheet billboards throughout the city, focusing attention on the new network affiliation and plugging the sponsors of the opening MBS commercial shows.

Lone Star Siren

NEW tri-weekly *Dearest Mother* show for Universal Mills, Fort Worth, via KGKO and the Lone Star Chain, is being promoted by means of an unusual letter written to dealers and salesmen throughout the State. Written on pink, perfumed stationery the letter arranges for an amorous meeting between the letter's recipient and a certain "Rita", who gives her box number. She mentions working on a new program for Universal Mills but already several none-too-close readers (male), have answered the letter in a similar amorous manner. Evans & LeMay, Fort Worth, is agency.

* * *

NAB Broadside

UNDER the streamer title, "For a Better Tomorrow Radio Promotes Radio", the NAB has published a four-page lithographed broadside of pictures depicting the cooperation of stations all over the country with the organization's three big 1939 radio promotions — Open House, Curtain Raiser and Radio Christmas. The broadside, built around the motiff of "44,000,000 active receiving sets" in the United States, is being mailed from Washington headquarters along with a promotional letter signed by Arthur Stringer, of the NAB headquarters staff.

* * *

Fargo Sponsors

AS ITS NEWEST promotion for clients WDAY, Fargo, N D., has arranged a group of merchandise exhibits covering the products of every advertiser on the station. The exhibits, displayed in downtown store windows for periods of two weeks each, include in addition to the products themselves a placard calling attention to the particular broadcast, time and day, and fan mail records of the feature.

* * *

Free Gold

NOVEL premium offer currently being made on *Tom Mix*, strip show for Ralston-Purina Co., St. Louis, consists of gold ore samples. The bits of ore were mined in the Comstock Lode district and assayed and certified as to valuation.

Window Cards

THE local National Theatre, helping promote the *Quizzer* program conducted by Bob Poole on WBIG, Greensboro, N. C., is distributing half-sheet window cards, one-sheet and three-sheet posters publicizing the new show conducted on the theatre stage each Friday night. Other promotion includes a life-size cut-out of Poole as a lobby display, newspaper advertising and radio plugging.

* * *

KGKO and Chambers

KGKO, Fort Worth, via its *Suburban Editor* quarter-hour, is co-operating with the East and West Texas chambers of commerce. Each program features an article from the East Texas Chamber's publication, *East Texas*, and the West Texas Chamber's *West Texas Today*. Chamber heads are mentioning the program in their mazazines and issuing circular letters regarding special dedications.

* * *

KLZ Trailers

KLZ, Denver, has completed arrangements with two downtown theatres for the showing of KLZ sound film trailers. Exhibited in the Orpheum Theatre, Denver's largest, and the Denham Theatre, the trailers will reach an estimated potential audience of 147,000 a week, calculated as a greater audience than attends all other downtown theatres in the city combined.

* * *

About Contests

TO PROMOTE interest in the contest opportunities offered by KSFO, San Francisco, the station has spotted a 15-minute program three times weekly. The script is written to emphasize the contests and premium offers available to KSFO listeners. Jack Gregson is m.c.

* * *

WHN Car Cards

WHN, New York, has issued 1,500 new car cards for display in Fifth Ave. buses and suburban railroad trains to promote the station with its new slogan "A World of Entertainment", replacing the current "It's Time for WHN".

* * *

WAIR, Winston-Salem, N. C., has issued a folder presenting market data on tinted background of tobacco and textile products.

Atlas Had the World on His Back
RADIO
PUTS IT AT
YOUR
FINGER TIPS

SELLING JUICE for juicy returns is the theme of this and other billboards erected by El Paso Electric Co., to encourage radio listening. KTSM, El Paso station, is promoted in most of the displays to build the power load via radio. Arthur Stringer, NAB promotion man, has made a survey showing that some 86 utilities in 37 states are profitably using 119 NAB member stations to build load and promote good-will. He tells how to encourage use of radio time by utilities, based on other station experiences, and what it means to the power companies.

Shift of Serial Brings Marked Audience Boost

SHIFT of *One Man's Family*, half-hour serial drama sponsored by Standards Brands for Tenderleaf Tea, on Jan. 7 from Thursday evening to the Sunday evening period immediately following Charlie McCarthy increased the program's rating (percentage of total calls) from 16.7 in December to 28.4 in January, and its listening index (percentage of total listeners to all programs) from 45.2 in December to 59.5 in January, according to the January *Hooper Radio Reports*. Change was specifically pointed out in a new feature of the reports, "Program Notes," which interprets any more-than-normal changes in either rating or index columns.

Other programs mentioned in the January "Program Notes" include *Fibber McGee* and *Ask-It-Basket* whose ratings and listening indices increased when their sponsored network competitive programs went off the air; *Grand Central Station*, which showed a loss in percentage of listeners due to the broadcast of the Belliena-Apostoli fight on another network, and other programs whose rankings changed because of changes in their rebroadcast times with consequent changes of competition.

BROCHURES

WFBM, Indianapolis—Eight-page illustrated folder promotion pamphlet in color presenting listener survey data.

WBT, Charlotte—Folder, *More Sales to Sodbusters*, describing the station's *Alarm Clock*, broadcast from 5:30 to 7:30 a.m.

WKY, Oklahoma City—Jumbo illustrated brochure recounting the success of WKY's television demonstration, which attracted an estimated 50,000 persons to the Municipal Auditorium during a week.

CBS—26-page booklet, "How Radio Measures its Audience", presenting reprints of four articles on listening surveys by individual research authorities.

WCAE, Pittsburgh—Letter-size brochure, "A Facial for 20,000 Pans", relating the success story of a pot cleaner offer.

WABC, New York—Elaborate brochure, "Only the Beginning," which is what New York City is to "WABCity," according to this book. With photographs, descriptions, charts and statistics, the book explains WABC's primary daytime area.

WCCO, Minneapolis — Brochure, *Here's What This* [picture of the new antenna tower] *Did to This* [before and after coverage maps],—showing how the station's new antenna added a million potential listeners.

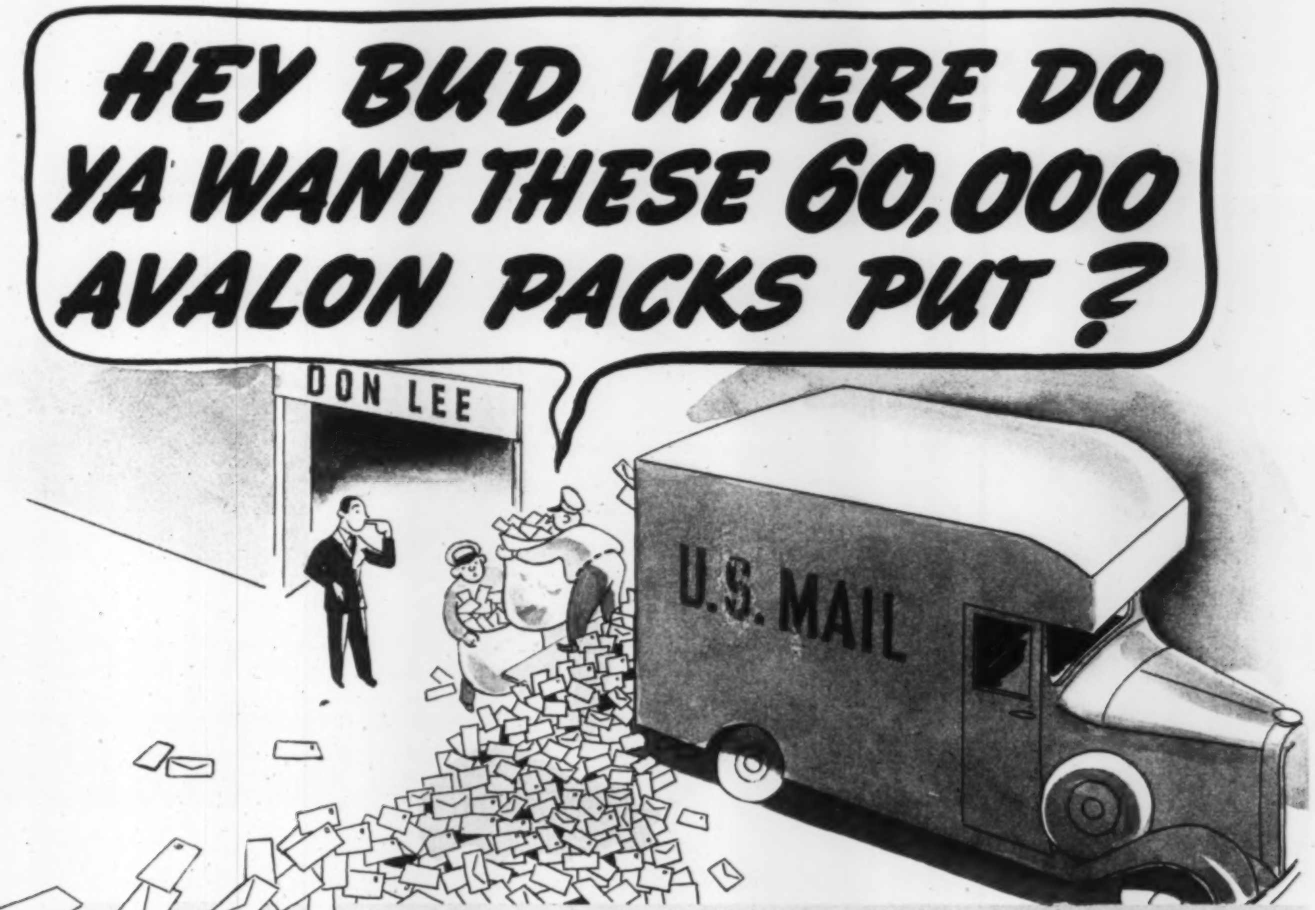
WTAG, Worcester, Mass.—Studio personalities illustrated booklet, offset printed by National Radio Personalities Inc., Peoria, Ill.

OKLAHOMA NETWORK — Eight-page, two-side, colored folder presenting individual and aggregate coverage statistics of the six member stations.

WGY, Schenectady — Revised 8-page pamphlet format of the monthly house organ, *WGY News*.

YANKEE NETWORK—Double-side folder outlining Jim Britt's *Sports Roundup* features available for sponsorship on the network.

CBS PACIFIC NETWORK, Hollywood—Blue and gray, 8 x 12 inch lithographed mailing piece titled *This Is 1940*.


HEY BUD, WHERE DO YA WANT THESE 60,000 AVALON PACKS PUT?
DON LEE
U.S. MAIL

Bucking some of the toughest competition on the air . . . competition such as Alec Templeton and Lux Radio Theatre on Monday, the Camel Cigarette program, and Fibber McGee on Tuesday, the Woodbury Playhouse and Texaco Star Theatre on Wednesday, Maxwell House Good News program and Major Bowes on Thursday, and George Jessel and the First Nighter program on Friday . . . the Brown & Williamson Co., in the face of this formidable array, put a premium offer on the Don Lee Network. Listeners were requested to send in empty Avalon Cigarette packages in return for a war map. The announcement was made only six times, and 60,000 Avalon packages were mailed in. No wonder the Pacific coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts . . . at the cash register.

P.S. The Don Lee program, News and Views by John B. Hughes, cost but a fraction of any of the competition shows.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Public Complaints Grow in Volume, According to FCC

Annual Report Asserts Only a Few Merit Investigation

COMPLAINTS of every conceivable nature, ranging from the Orson Welles' synthetic Martian invasion to kicks about allegedly phoney prize offers are received by the FCC in increasing volume. This was revealed by the Commission in testimony presented to the House Appropriations Subcommittee last month and made public Jan. 17.

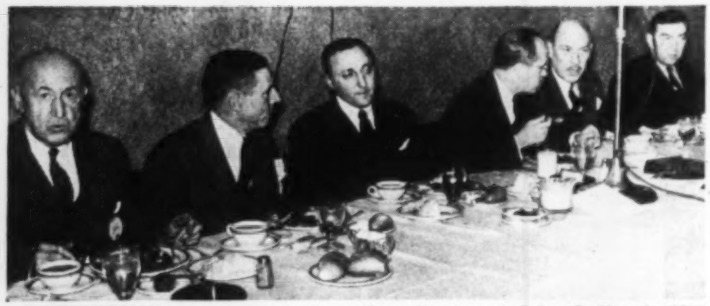
The breakdown, which covered the fiscal year July 1, 1938 to June 30, 1939, disclosed there were 69 complaints relative to refusal to broadcast particular programs, including alleged censorship or denial of free speech, of which 67 were closed informally without investigation. These were branded as frivolous, unsubstantiated, or otherwise not warranting investigation. The remaining two were closed informally after investigation and the books were clear at the end of the fiscal year.

Aggregate complaints relative to broadcasting of allegedly false, fraudulent or misleading statements, were 123. Of these 112 were closed informally because they were in the frivolous, etc., category. Ten were closed after informal investigation and the remaining one was investigated and designated for hearing and later closed.

Types of Complaints

In its detailed breakdown on types of complaints received during the year, the Commission revealed there were 71 cracking religious programs; 65 against medical programs; 24 lottery complaints; four against solicitation of funds; three against editorial policies of stations; 14 against news broadcasts; 84 against alleged propaganda, including foreign language programs; 34 alleging defamatory material; 58 complaints founded on program contests, mainly alleging failure to receive merchandise or prizes; 93 alleging obscene, indecent or profane language; six against horse racing and gambling; six against fortune telling and astrological programs; 52 alleging inferior program service, excessive advertising or recordings; two alleging piracy of program ideas; 29 for failure to provide time for political broadcasts or complaints against such broadcasts, and 186 unclassified complaints. Of the entire number only four were still under investigation at the end of the fiscal year, with no hearings scheduled.

The Commission pointed out that in addition to this analysis, it regularly received a large volume of complaints not capable of being identified with program service of any particular station or network, many of which are answered by form letters. It called these in the "fan mail"' category and not warranting detailed examination or investigation. It pointed out that during the 15-day period beginning Jan. 16, 1939, the Commission received with reference to broadcast by or refusal to carry broadcasts of Rev. Charles E. Coughlin alone, a total of 21,118 pieces of correspondence. The general protest totaled 1,231.



ADVERTISING men, representing all media, heard John J. Karol, CBS director of market research, speak on "Measuring the Radio Audience" at a meeting of the Cincinnati Advertisers Club under auspices of WCKY. The picture, snapped by Charles Topmiller, WCKY chief engineer, shows the speakers' table with (l to r) George H. Moore, WCKY sales promotion manager; Milton Bacon, WCKY's "Good Will Ambassador" who introduced the speaker: Mr. Karol; Stanley A. Ferger. president of the club; Herman Fast, WKRC sales manager, and C. W. Hamilton, club v-p.

Investigation Unit for FCC Advocated by Fly at Hearing

ESTABLISHMENT of an investigation unit within the FCC, the primary responsibility of which would be to study qualifications of new station applicants and inquire into operations of existing stations, is planned shortly under a prospective increase in Commission funds for the 1941 fiscal year.

Proposed by Chairman Fly and projected in recent budgetary estimates, the unit eventually will have a staff of from eight to ten experienced field investigators, Chairman Fly advised BROADCASTING Jan. 18, after the House had passed the Independent Offices Appropriation Bill. The Senate must yet act. The measure [see page 90] carries a total of $2,116,340 for the FCC, allowing an increase of approximately $280,000 over the 1940 fiscal year appropriation. Of the increased amount, $150,000 is for modernization of monitoring equipment and $128,000 for personnel. It is out of the latter fund that the new unit will be established.

Throughout the testimony of Chairman Fly before the House Appropriations Subcommittee Dec. 13, emphasis was placed upon the desirability of procuring first-hand information through an investigation staff. Mr. Fly pointed out that the Commission now is forced to rely upon sworn statements of applicants and licensees, rather than make its own independent investigation. It was indicated experienced investigators would be recruited from other Government agencies. It is possible that former members of the Federal Bureau of Investigation staff will be sought. How much money will be allotted for this purpose has not yet been established. An appropriation, at the outside, of $50,000 is regarded as adequate.

In his testimony before the Congressional Committee, released Jan. 17, Chairman Fly said he did not think it fair to have the FCC rely upon statements from applicants or licensees and be placed in the position of "guessing at the facts". Frequently, he said, when the Commission turns over "a few chips" it finds something under them. At present men on the regular staff have been assigned to investigative work.

Chairman Fly pointed out that applications filed require revelation of personal and financial responsibility and real identity and connections of the people back of the application. Frequently, he said, if the Commission would really investigate it would find that it does not have a true picture of financial responsibility and may not even have the true identity of the applicant.

"We may not have his connections with other people; we do not always know who the real party in interest is and we do not have the means to determine whether the representations made in the application are false or not. I do not want to overemphasize that phase of it but I do think in order to do a better job and to get at least part of those maters, we must investigate them and have the men to do it."

Purpose of Inquiry

In its annual report, released Jan. 15, [BROADCASTING Jan. 15] the FCC reviewed the Monopoly Committee's activities during the preceding fiscal year. It said the study was designed to determine what special regulations applicable to stations engaged in chain or other broadcasting are required in the public interest.

Borden's on Coast

BORDEN'S ASSOCIATED Companies, San Francisco (dairy products), has renewed its three ten-minute daily broadcasts on KFRC and on April 1 expands one of the periods, 4:30 to 4:40 p. m., to include eight stations of the Northern California Don Lee-Mutual network (KFRC, KQW, KTKC, KDON, KIEM, KHSL, KVCV, KYOS). The agency is McCann-Erickson, San Francisco. John B. Hughes is the voice on the 4:30 p. m. broadcast and the other two periods are handled by Phil Sterns. Al Hunter is news editor.

Sunkist in New England

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges), through Lord & Thomas, that city, in a 13-week test campaign started Jan. 22 an average of two spot announcements daily on six New England stations — WCSH WGAN WJAR WEAN WCAX WSYB. Firm is also sponsoring the thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood* on 29 CBS stations.

National Biscuit Plans *Make Believe Ballroom* Series on 16 Stations

NATIONAL BISCUIT Co., New York, on Feb. 12 will start a campaign on 16 stations for NBC bread, using RCA-Victor records along with special recordings by Martin Block similar to his current extemporaneous introductions on the *Make Believe Ballroom* program on WNEW, New York. The schedule calls for six half-hours weekly on the following stations, all with RCA-Victor licenses: WCLE, Cleveland; WNBC, New Britain, Conn.; KXYZ, Houston; WEBR, Buffalo; WSAY, Rochester; WFBL, Syracuse; WESG, Elmira; WGNY, Newburgh; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WCSC, Charleston, S. C.; KMAC, San Antonio; WSGN, Birmingham; WCAX, Burlington, Vt.; WGY, Schenectady; WWSW, Pittsburgh.

Block's introductions will be recorded on 16-inch discs by Empire Broadcasting Corp., New York, under the direction of Eugene Bresson, and sent to the stations, along with cue sheets and the RCA-Victor records. The local operator merely switches from the master record to the phonograph record, following instructions on the cue sheet. McCann-Erickson, New York, handles the National Biscuit account. It is understood that NAPA may contest the right of the staions to air the phonograph records, but no confirmation of this could be ascertained.

FILING OF RECORD IN WHITEMAN CASE

FILING of the record (testimony from the lower court which the attorneys for the appealing parties wish to argue before the court of appeals) in the RCA-Whiteman-WNEW case has been set for March 1, by which time this testimony must be printed and in the hands of the court. At least one of the attorneys will have his brief filed by that date, it was stated, and possibly all three. Then each has ten days, or more if agreed on by all three, in which to file replies to the other two. After that the case will be put on the court calendar and under normal conditions will be called for argument in six or eight weeks, which would bring this one up about the first of May.

Meanwhile, expansion of the WNEW, New York, *Make Believe Ballroom* into a spot campaign on 16 stations, each of which is required by the sponsor to use RCA-Victor records, has resulted in the issuance of at least that many RCA licenses covering the broadcasting of these records. Stations included in the campaign, which is sponsored by National Biscuit Co. and placed by McCann-Erickson, are
WCLE WNBC KXYZ WEBR
WSAY WFBL WEFG WGNY
WFTC WMFD WCSC KMAC
WSGN WCAX WGY WWSW.
While RCA still declines to divulge the identity or even the number of its licensees, it was stated that the stations used by the Biscuit company are "only a few" of the total number.

WTAM
BIG TOP OF CONSOLIDATED SHOWS
2 BILLION Dollar GATE

No other Cleveland Station has a "big top" like WTAM'S. For the one "admission" you get a "combined show" of 4 audience attractions: Metropolitan Cleveland; 26 major cities; 477 small towns and 131,260 farms. All combined in one compact listening and buying UNIT.

In 1940, it is estimated these 1,253,600 WTAM families will buy nearly *2 billion dollars* worth of goods at retail. Ask 'em to buy *your* brand. Reach them all . . simultaneously through one single advertising medium . . . WTAM, Cleveland . . . at the lowest cost per family.

WTAM
CLEVELAND

RED NETWORK *CLEAR CHANNEL* *1070 KC* *50,000 WATTS*
THE NATIONAL BROADCASTING COMPANY · A RADIO CORPORATION OF AMERICA SERVICE

AMERICA WATCH

Dr. L. S. Rowe, Director General Pan-American Union, with Harry W. Frantz

Arthur F. deGreve with Senator Burton K. Wheeler

Senate majority leader Alben Barkley with Ronald G. Van Tine

Secretary of State Cordell Hull with Hobart Montee

Assistant Secretary of War Louis Johnson with George Mack Johnson

S. E. C. Chairman Jerome Frank with Sandor S. Klein

President Roosevelt with Thomas J. Reynolds

Speaker William B. Bankhead with John R. Beal

In this campaign
watches Washin
of neutrality.
trade . . . third te
defense . . . taxes .

U.P. Any campaign year is a test of strength and stability for Washington correspondents. This year the crash of swiftly moving events abroad gives these reporters, writers and editors even greater responsi-

Vice-President Garner with Allen C. Dibble

Congressman Sol Bloom with Russell Turner

Fred O. Bailey with Secretary of Agriculture Henry A. Wallace

N.L.R.B. Chairman J. W
with William H. L

UNITED

HES WASHINGTON

ign year America hington for news ty...reciprocal term...national kes...G. O. P.

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bilities. To the task ahead the Washington staff of the United Press brings an unexcelled record of experience and a determination to uphold its tradition of telling the news accurately, swiftly, clearly, without bias.

Lyle C. Wilson, Washington manager

Julius Frandsen, day bureau manager

Harry W. Sharpe, night bureau manager

airman J. Warren Madden
William H. Lawrence

Secretary of State Cordell Hull with Carroll Kenworthy

Ruby Black with Mrs. Franklin D. Roosevelt

Assistant Secretary of State A. A. Berle, Jr., with Gerard Robichaud

D PRESS

Farm Specialists Guests of Purina

Three-Day Meeting Provides Instruction by Sponsor

SIXTY agricultural radio heads and announcers, representing 50 stations in various parts of the country, attended the promotional meeting held by Purina Mills, St. Louis, Jan. 7-9. Radio representatives were guests of Purina Mills during the three-day meeting held at Purina Farm, model 380-acre experimental farm operated by the company, and at company headquarters in St. Louis.

Visiting radio men were transported to and about the model farm in two special Greyhound busses. Discussions at the farm on Jan. 8 were conducted by J. H. Burrell, of the Purina poultry department; E. H. Hamel, of the hog and cattle department; Cliff Perdew, in charge of the dairy department of the farm, and E. B. Powell, farm superintendent. The Jan. 8 session included a "county fair" exhibition of Purina Farm products.

Radio Awards

At a banquet meeting the same evening special awards were made to various radio representatives. John McNamara, manager of WBZ, Boston, and George Bruntlett, of KOBH, Rapid City, S. D., won awards for coming the longest distance to attend the meeting; George Biggar, program manager of WLW, Cincinnati, for longest radio experience; 18-year-old Bill Pepper, WPAY, Portsmouth, O., as youngest announcer.

Discussion at the Jan. 9 session was confined to handling local copy on the Purina *Checkerboard Time* transcriptions, discussing farm programs in general as well as ways of merchandising and publicizing farm radio. In the afternoon KMOX, St. Louis, held open house for the group.

Radio Men Attending

Radio representatives at the meeting included:

Paul Shannon, KDKA, Pittsburgh; Ernest H. Bowman, WRNL, Richmond, Va.; Samuel S. Carey, WSAL, Salisbury, Md.; John McNamara, WBZ, Boston; Vic Campbell, WGY, Schenectady; J. W. Kennedy Jr., WHAM, Rochester, N. Y.; R. L. Longstreet, WFMD, Frederick, Md.; Pat Padgett, WCHV, Charlottesville, Va.; Wm. G. Ricker, WDEV, Waterbury, Vt.; Wm. H. Paulsgrove, WJEJ, Hagerstown, Md.; W. A. Riple, WEEU, Reading, Pa.; Buddy Bostick, KARK, Little Rock, Ark.; Charlie Smithgall, WSB, Atlanta,; Ralph W. Nimmons, WFAA, Dallas.

Howard E. Woodard, KPRC, Houston; G. W. Johnson, KTSA, San Antonio; Louis Read, WWL, New Orleans; Hollis Wooten, WREC, Memphis; Ottis E. Devine, WSM, Nashville; Stewart O'Dell, WOPI, Bristol, Tenn.; Edwin Mullinax, WHMA, Anniston, Ala.; Russ Davis, KWTO, Springfield, Mo.; Jim Campbell, KOA, Denver; H. J. Powell, KGGF, Coffeyville, Kan.; Paul Buenning, KTOK, Oklahoma City; Harold A. Safford, WLS, Chicago; Bill Taber, KMMJ, Grand Island, Nebr.; John Bohn, KMOX, St. Louis; Ford Billings, WOWO, Ft. Wayne, Ind.; George Biggar, WLW, Cincinnati; Bob Wilson, WADC, Akron; Joy Allen, KGNO, Dodge City, Kan.; Art Thomas, WJAG, Norfolk, Neb.; Jack Todd, KANS, Wichita, Kan.; Sidney Tremble, KSAL, Salina, Kan.; Wm. C. Forrest, Ralph O. Connor, WIBU, Madison, Wis.; Geo. Bruntlett, KOBH, Rapid City, S. D.; Bill Pepper, WPAY, Portsmouth, Ohio; Phil Evans, KMBC, Kansas City; Ed. Mason, R. E. Dunville, WLW, Cincinnati; Al Tiffany, Cy Harrice, WLS, Chicago; Chas. Stookey, Chick Martin, KMOX, St. Louis; Leslie R. Brooks, WTJS, Jackson, Tenn.; Ray E. Schwartz, KYSM, Mankato, Minn., Jim Campbell, KFRU, Columbia, Mo.; Bill Meredith, Wheaton, Ill.; Bill Drips, and Oliver Morton, NBC, Chicago.

Asst. CBS Sales Chief

ALLYN JAY MARSH, member of the CBS sales department for nearly 11 years, has been appointed assistant sales manager of the network. A graduate of Princeton, Marsh entered business on the advertising staff of the *New York Times*, later moving to the *New York Herald-Tribune* where he became assistant to the advertising manager, in charge of the book, magazine and roto sections. He joined CBS on April 1, 1929, which makes him one of the oldest members of the staff in point of service. W. H. Ensign, former assistant sales manager, has been assigned to other important duties in the sales department.

Mr. Marsh

John Fox Is Promoted To Ratner's Assistant

JOHN FOX, formerly production manager and space buyer of the CBS sales promotion department, has been appointed assistant to Victor M. Ratner, CBS director of sales promotion, effective immediately, according to an announcement by Mr. Ratner. Mr. Fox's primary responsibility in the newly-created position will be to supervise the progress of all advertising passing through the department. He also will act as general office manager and supervisor of the scheduling of individual advertisements and presentations and will continue as CBS space buyer. The position of production manager will be filled shortly. Mr. Fox has been with the CBS sales promotion division for five years and previously was in the advertising and merchandising department of Bonwit Teller's, New York department store.

Mr. Fox

Get CBS Pix Posts

HOWARD W. KRAMER, former newspaper man and recently with the U. S. Lines publicity department has been appointed to the newly-created position of CBS picture editor, according to Louis Ruppel, CBS director of publicity. Also announced was the appointment of Rocco Padulo Jr., news photographer, to the CBS photographic department. Mr. Padulo was formerly with the *Chicago Times* and has recently been free-lancing in the Midwest for AP, various airlines and CBS.

WITNESS SHIELD

New Law Makes Intimidation Criminal Offense

INTIMIDATION of witnesses appearing before Government agencies becomes a criminal offense under a law (Public No. 401) enacted Jan. 13, first law of the current session of Congress. The bill was drafted by Guilford S. Jameson, attorney associated with the firm of Kremer & Bingham, and was introduced in the House by Rep. Hobbs, chairman of the Judiciary Committee.

Mr. Jameson declared he drew up the bill after several witnesses appearing before the FCC on behalf of a client had allegedly received threats from a competing applicant for a station. The bill amends the Federal judicial code by including Federal agencies and Congressional Committees within the scope of its protective provisions. Text of the law follows:

That the Criminal Code of the United States be amended by inserting therein a new section immediately following section 135 (U. S. C., title 18, sec. 241) to be known as section 135 (a) (U. S. C., title 18, sec. 241 (a)) and reading as follows:

"Sec. 135. (a) That whoever corruptly, or by threats or force, or by any threatening letter or communication, shall endeavor to influence, intimidate, or impede any witness in any proceeding pending before any department, independent establishment, board, commission, or other agency of the United States, or in connection with any inquiry or investigation being had by either House, or any committee of either House, or any joint committee of the Congress of the United States, or who corruptly or by threats or force, or by any threatening letter or communication shall influence, obstruct, or impede, or endeavor to influence, obstruct, or impede the due and proper administration of the law under which such proceeding is being had before such department, independent establishment, board, commission, or other agency of the United States, or the due and proper exercise of the power of inquiry under which such inquiry or investigation is being had by either House, or any committee of either House or any joint committee of the Congress of the United States shall be fined not more than $1,000 or imprisoned not more than one year, or both."

Haas Quiz on Coast

HAAS BROS., San Francisco, major wholesale grocery firm on the Pacific Coast, which has never used radio, starts a campaign Feb. 6 with 52 twice-weekly quarter-hour programs on 9 Mutual-Don Lee network stations in California (KFRC, KQW, KIEM, KHSL, KVCV, KTKC, KDON, KYOS and KPMC). The program, a quiz titled *Prize Basket*, with Mel Venter as m.c. and Trudy Packer as the feminine co-conductor, will be heard 10:30-10:45 a.m. (PST) on Tuesday and Friday and will originate at KFRC, San Francisco. Cash and food baskets will be awarded. J. H. Diamond Co., San Francisco, is agency.

KUMA IS DELETED; NEW OUTLET SOON

MAKING final its order of revocation of the license of KUMA, Yuma, Ariz., 100-watt outlet on 1420 kc., the FCC on Jan. 25 ruled the station must go off the air as of Feb. 1, and it will be deleted from the list of U. S. broadcast outlets. The evidence showed, the Commission's order stated, that Albert H. Schermann, licensee, had "violated the law in that he failed to operate his station in accordance with the terms of the license, having transferred station control to E. B. Sturdivant" and having "visited Yuma but three times in five years."

Commissioner Paul A. Walker and Attorney P. W. Seward went to Yuma Dec. 1 for a hearing on Schermann's application, but he withdrew it at the outset. Testimony was taken, however, to determine the status of the station.

Yuma will not be without a station for long, it was learned by BROADCASTING. The FCC last Aug. 8 authorized Yuma Broadcasting Co. to erect a new station there to operate with 100 watts night and 250 day on 1210 kc., and that station is expected shortly to go on the air. Its chief stockholder is KTAR Broadcasting Co., licensee of KTAR, Phoenix, and KVOA, Tucson, holding 45% of the stock, with R. N. Campbell, attorney, 25%; D. Morgan Campbell, attorney, 15%, and John H. Huber, merchant, 15%.

New Campbell Serial

CAMPBELL SOUP Co., Camden, on Jan. 22 started a quarter-hour thrice-weekly dramatic series, *Campbell's Short Short Story*, on CBS for its tomato juice. The program, fifth for this sponsor on CBS, fills the time vacated when Lanny Ross' musical program in behalf of Campbell's Franco-American spaghetti was shifted to the 2-2:15 p.m. period, Monday through Friday. Ward Wheelock Co., Philadelphia, is the agency in charge.

School Buys Sports

AIR CONDITIONING TRAINING Corp., Youngstown, O., on Jan. 12 started sponsorship of the eight double-header basketball games from Madison Square Garden, New York, for which WNEW, New York, has exclusive radio rights. Earl Harper, WNEW sportscaster, describes the games which last through March 5. National Classified Adv. Agency, Youngstown, placed the account.

Purina Mills Host to These Radio Farm Specialists

PURINA CHOWS
FOR POULTRY AND LIVESTOCK

"... One of the Best Buys we have ever made"

Says G. W. JOHNSON, General Manager, KTSA, Columbia affiliate in San Antonio

It's simple... easy... economical to add the Novachord's Brand New Appeal to your musical productions.

You'll find the Novachord to be one of the best buys you can make — because it gives you a vast, *entirely new* opportunity for showmanship.

Hear and try the Novachord *just once!* Discover all for yourself how this fascinating new instrument does more things... fills more needs... adds more appeal... to more kinds of music... than any other way to make music you can even imagine!

For you merely play the Novachord's single keyboard, as you would a piano. You produce piano-like tones. You turn the tone selectors — *then* things happen! You hear musical effects of: clarinet, 'cello, flute, violin, muted trumpet—and actually dozens of others!

You just turn the Tone Selectors as you play. And the Novachord adds musical effects of French horn, violin, guitar — and actually dozens of others.

Beatrice Morin, Novachord Artist and G. W. Johnson, General Manager of KTSA

Hear — and try — the Hammond Novachord at your local Hammond dealer's. Or write TODAY for complete information about the Novachord on *your* programs: Hammond Instrument Company, 2989 N. Western Avenue, Chicago, Illinois.

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★

HAMMOND NOVACHORD PAYS PROFITS FOR KTSA... AND HELPS STATION WIN VARIETY AWARD FOR SHOWMANSHIP IN COMMUNITY EXPLOITATION

★

Mr. Johnson writes: "We consider the Novachord one of the best buys we have ever made in the history of our station production. . . . I understand we were the first radio station in the Southwest to purchase one of these instruments.

"We used this fact in presenting material to Variety recently in pointing out our attempts in showmanship. Undoubtedly this was taken into consideration when we were selected as the national showmanship winner on Community Exploitation among all radio stations in the United States and Canada."

VARIETY AWARD FOR SHOWMANSHIP

The NEW idea in music — by the makers of Hammond Organ!

See.. Hear.. Play.. THE HAMMOND Novachord

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When you think of

NEW ORLEANS

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WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Musical Quiz Supplants Gen. Mills *Grouch Club*

GENERAL MILLS, Minneapolis (Kix), through Blackett-Sample-Hummert, Chicago, on Jan. 28 replaced its weekly half-hour *Grouch Club* show on 29 NBC-Red stations, Sun., 6:30-7 p.m. (EST), with a new type of question and answer program, titled *Beat the Band.*

Program features Ted Weems' orchestra with Garry Moore, comedian, as m.c. Questions about songs, supplied by the listening audience, are used on the program, with awards being made to staff musicians and singers. Winning answer credits a man with 10 points, chalked up on a studio blackboard. Contestants forfeit 50c for each wrong answer given. Man with most questions correctly answered wins all the forfeits at end of the show. Musician or singer with the highest total point at end of each month gets an additional $100 grand prize. Listeners submitting questions used on the program receive $10 each. An additional $10 is given if the question "beats the band".

Spots for Lincoln Film

RKO-RADIO PICTURES Corp., New York, during the week of Jan. 18-24 sponsored a series of one-minute spot announcements several times daily on WRC, WMAL and WJSV, Washington, to promote the opening of the motion picture "Abe Lincoln in Illinois", which opened in that city Jan. 22. In connection with the world premiere, a special program was broadcast Jan. 22 on NBC-Blue, starring Raymond Massey, Ruth Gordon, Mary Howard and Robert Sherwood in five scenes from the Pulitzer Prize play. The radio adaptation was by Welbourn Kelley of the NBC script division and was directed by Joseph Bell. Lord & Thomas, New York, placed the announcements for RKO.

Attack on Serials

PLANS for the "I'm Not Listening" campaign against daytime radio serials, voted upon recently by 600 members of the New Rochelle Woman's Club, are now being worked out, according to Mrs. Everett L. Barnard, chairman of the campaign's committee, who stated that in another month details of the campaign would be announced. Purpose of the group is to urge radio networks "to broadcast fewer love dramas and to substitute more programs dealing with homemaking and child training."

Foulds Participations

FOULDS MILLING Co., Libertyville, Ill., on Jan. 8 started a 19-week campaign for its spaghetti and macaroni products, using participations on cooking school programs two to six times weekly on KNX, Los Angeles; WIRE, Indianapolis; WJR, Cleveland; WSAI, Cincinnati, and WSPD, Toledo. Sherman K. Ellis & Co., New York, handles the account.

A. G. MAYSE, publisher of the *Paris* (Tex.) *News* and owner of 50.55% of the stock in KPLT, Paris, has applied to the FCC for authority to transfer control of the station by making a gift of 45 of his 91 shares to his daughter, Mary Joe Mayse. The remaining stock is owned by Houston Harte and Bernard Hanks.

SLIGHTLY south of the border, Clarke Brown, of Lake-Spiro-Cohn, Memphis agency, stopped to converse with a Mexican fawn. Wielding a camera during a Rio Grande Valley trip with Brown was Ted Taylor, manager of KGNC, Amarillo, Tex.

DELAYED IDENTITY
WDRC Names Music Numbers After Performance

NEW policy of identifying musical selections on all local programs after they are played rather than before has been inaugurated at WDRC, Hartford, Conn. The idea has drawn praise from listeners and widespread local newspaper publicity, according to the station.

Walter Haase, program manager of WDRC, has sent a general letter to national networks, other stations and transcription firms urging them to effect a similar change in handling musical numbers. "Telephone calls have come in continually at our studio asking 'What was the number before the one on the air now?' or 'Can you tell me what the third selection in last night's concert was?' and so on," Mr. Haase stated in his letter. "I myself have had the experience of sitting at home listening casually, and after being attracted by a particular music selection have been disappointed in not hearing the title. To correct this condition, WDRC has inaugurated a policy of announcing musical selections after they are played, on all local commercial and sustaining programs. Listeners' attention is being called to this change in announcing each program. We believe such a policy will be appreciated by listeners in all parts of the country and are writing to urge you to consider the possible adoption of this system on all your programs."

* * *

WIBC, Indianapolis, is one of the first stations to extend its present policy of announcing musical selections after their completion. For over a year WIBC announcers have been announcing titles of all concert selections both before and after playing. Now that there is a movement afoot to announce titles after their presentation, WIBC has ruled that such be done on the early morning *Jam For Breakfast* at 7, *Morning Varieties* at 9:45, *Noonday Rhythms* at 11 A. M.; *Matinee Musicale* at 1 and *Concert Hour* at 2:30. The audience reactions will be noted.

Sarnoff Launches Drive To Aid Met Opera and Develop Music Center

A NATIONWIDE radio drive for funds for the Metropolitan Opera Assn. was launched Jan. 27 by David Sarnoff, president of RCA, chairman of the board of NBC, and a director of the opera association, during the broadcast of "Lohengrin" from the Metropolitan Opera House on NBC-Blue. Mr. Sarnoff's appeal, delivered from Box 44 in the Grand Tier during the first intermission, was directed to radio listeners, asking them to contribute $1 or more each to the association's campaign to raise a million dollars to buy the opera house and develop it as a national music center.

Mr. Sarnoff, serving as chairman of the radio division of the campaign, stated that while appeals for funds were not usually permitted in the course of NBC sustaining programs, an exception was made in this case because the matter was really a national rather than a local one, and because the appeal in this case would be a service to radio listeners in that it would enable them to insure the continuance of the opera broadcasts. Serving with Mr. Sarnoff on the radio committee as vice-chairman are Miss Lucrezia Bori and Mrs. August Belmont, chairman of the Metropolitan Opera Guild.

Mr. Sarnoff estimated, in his appeal, that 10,000,000 persons in the United States listen to the Saturday matinee broadcasts. He said that NBC, since it began broadcasting these programs on Christmas Day, 1931, had paid the Metropolitan a million dollars for the privilege and would continue to pay the Metropolitan "for the opportunity" of broadcasting them.

RCA Promotes 'Opera Box'

RCA MFG. Co., Camden, is planning a large radio campaign to start early in February for the promotion of its "opera box" table model radio and ten other models, using weekly programs on 48 stations. Details as to type of program and stations scheduled have not been released. RCA distributors and key dealers are being notified of the campaign by means of a 16-page, multi-colored promotion piece, which opens with a foreword by Henry C. Bonfig, commercial vice-president, and gives full details as to how the dealers can best promote the radios.

Esso Adds Sunday

ESSO MARKETERS, which heretofore has had contacts with stations for an average of four news broadcasts each weekday, is adding Sunday to its schedule. Stations whose 52-week contracts came up for renewal throughout January and February will, in the majority of cases, add two five-minute Sunday periods to their schedules, making a total of 26 news periods weekly, or 1,352 yearly. On April 1, WDBJ, Roanoke, will be added to the list of stations for 26 news broadcasts weekly. Affiliate companies forming Esso Marketers are Standard Oil Co. of New Jersey, Standard Oil Co. of Pennsylvania, Standard Oil Co. of Louisiana, and Colonial Beacon Oil Co. Marschalk & Pratt, New York, is the agency.

Shortage of Personnel Feared by FCC As Regulatory Duties Greatly Expand

SIGNS OF the FCC zodiac all point to constantly increased functions with an apparent perpetual shortage of personnel, according to the testimony of executives of that agency before the House Appropriations Subcommittee, revealed Jan. 17.

Chairman James Lawrence Fly, General Counsel William J. Dempsey, Chief Engineer E. K. Jett and Assistant Secretary John B. Reynolds, in appearing before the committee Dec. 13, outlined in detail the mounting functions of the FCC both here and afield. The upshot was that the committee recommended and the House already has approved an increased budget of $2,116,340 for that agency for the fiscal year 1941, which begins next June 30.

This represents an increase of $278,165 over current appropriations but $8,660 less than what the budget recommended, the House having struck out that amount for personnel to carry on the work of the Interdepartmental Radio Advisory Committee made up of representatives of Government agencies having to do with radio.

Need of Personnel

Chairman Fly carried the ball for the Commission most of the time during the appearance before the Appropriations Subcommittee. Commissioners T. A. M. Craven and Thad H. Brown also were present, by request of subcommittee members, but were not called upon for detailed testimony. The FCC chairman, who took office only last September, with no previous regulatory experience in communications, demonstrated a rather amazing grasp of operations.

Need for additional personnel was repeatedly emphasized by the chairman and other FCC executives to cope with the constantly increasing welter of FCC work in broadcasting, telephone, telegraph and most significantly, the necessity for increased monitoring activities, particularly in the high frequencies, because of the war situation. Chairman Fly advised the committee that overemphasis has been placed on the "turbulent field of commercial broadcasting."

Advances in radio technique, including the prospective advent of frequency modulation broadcasting, international communications, television and reallocation of standard broadcasting, all tend to increase in complexity the regulatory problems of the FCC, he asserted. "I do think it is ever so important in that vast complicated and advancing field that the Commission be not left with horse-and-buggy equipment and personnel," he added.

Rep. Wigglesworth (R-Mass.), subcommittee member who repeatedly has attacked FCC methods and policies, particularly from the monopoly angle, bore the brunt of the committee's examination. He raised questions regarding abolition of the old Examiners Division, FCC approval of station transfers and sales, newspaper ownership and kindred topics agitated in the past in Congress. New was his inquiry into non-resident control of stations. Mr. Fly explained that this data would come out of the Network Monopoly Inquiry. Placed in the record, aside from a complete list of transfers of ownership approved by the FCC during the last year, was a list of newspaper-owned or affiliated stations.

The question of the NAB Code, with particular emphasis on the controversial issue provision, banning sale of time for such discussions except during political campaigns, was raised by Rep. Dirksen (R-Ill.). Chairman Fly gave his personal moral support to the code and more particularly to the controversial issue ban, but explained the FCC had in no wise collaborated with the NAB in its drafting nor had it given anything in the nature of formal approval.

When Rep. Wigglesworth asked who decides whether a speaker shall be given free time, Mr. Fly said the broadcaster decides all these questions, since Congress would not let the FCC decide it. "You won't let any Governmental agency decide it," said Mr. Fly. "And I don't blame you. You tell us to keep our hands off. You don't want us censoring the radio."

Mr. Wigglesworth agreed, but said that he could buy space in a newspaper, while under the code he could not buy time on the air. General Counsel Dempsey retorted that one cannot buy newspaper space if the publisher "doesn't want to sell it to you".

After several colloquies regarding the code, Mr. Fly said that it was his own best judgment the code "ought to be given an opportunity to determine in actual practice whether or not it will serve public interest."

Bulova Group

The ownership and status of stations in the so-called Bulova group was questioned by Rep. Wigglesworth when he placed in the record a copy of a letter sent by Rep. Connery (D-Mass.), a persistent advocate for an investigation of the FCC, asking that the licenses of nine stations in which Arde Bulova, New York watch manufacturer and broadcaster, holds interest, be cancelled.

In his letter Mr. Connery also charged that Mr. Bulova was seeking to secure another station in New York—presumably WINS, under sale option to Milton F. Biow, New York advertising agency head, and partner with Mr. Bulova in ownership of WNEW, New York. The FCC responded it knew of no application pending by or on behalf of Mr. Bulova to secure another station through a "dummy" corporation or in any other mannes. [The Biow application for acquisition of WINS from Hearst Radio was formally withdrawn Jan. 19 by Ben S. Fisher, Washington attorney, in a petition which ascribed pressure of other business and illness of Mrs. Biow as the primary reason. [see page 28].

THERE was plenty to talk about when (l to r) Harrison Holliway, manager of KFI-KECA, Los Angeles; Walter Bunker, NBC Hollywood production manager, and Horace Heidt, orchestra director and star of the NBC *Pot O' Gold* program, sponsored by Lewis-Howe Co. (Tums), got together recently at the Hollywood Brown Derby to reminisce. They worked together when radio was an infant. When Holliway was manager of KFRC, San Francisco, he gave Heidt his first commercial program a dozen years ago. Bunker then was chief announcer of the station.

Also placed in the record was Chairman Fly's detailed response to the letter.

The Connery letter, dated Dec. 1, related that Commissioner Brown told the House Appropriations Committee last year that when false statements are made to the Commission any license based on such false reports would be denied. "If Commissioner Brown, acting for your Commission, represented the views of your Commission, I think it would be a good policy for you to cancel the licenses granted to WOV, WCOP, WPEN, WBIL, WNBC, WELI, WNEW, WPG, WAGA." Allegations of concealed ownership of the stations, with Mr. Bulova the real figure, were made in the letter.

In his reply on behalf of the Commission, Chairman Fly advised Rep. Connery that the records of the Commission show Mr. Bulova holds interest in WOV, WCOP, WBIL, WELI, WNBC, WNEW and WPEN. In the case of WAGA, it was pointed out that Harold A. Lafount, former radio commissioner, and Sanford H. Cohen, New York attorney, each of whom holds an interest or office in broadcasting corporations in which Mr. Bulova holds substantial interest, have interests in that station.

Regarding the allegation that Mr. Bulova had obtained assignments of control of most of the stations by vote of the Commission when he was able to show he was the beneficial owner of such stations through moneys he had advanced to others, or "dummies" to purchase or construct the stations, the Commission response said the statement was hardly in accord with the records.

Requests All Data

It was said there had been a complete disclosure to the Commission regarding ownership and that the records of the Commission do not show that the stations had been constructed with money advanced by Mr. Bulova or that the purchases were consummated through "dummies". "On the contrary, the records indicate that Mr. Bulova's interests in these stations were purchased and paid for directly by Mr. Bulova," it was stated.

Answering allegations concerning WLWL, former Paulist Father station in New York which Mr. Bulova acquired for $275,000, the Commission said it was not accurate to say that this contract price was ever approved either officially or unofficially by the Commission. "The Commission," said the letter, "has no jurisdiction over the price paid for equipment used by broadcast stations as such."

Cracking back at other allega-

(*Continued on page 89*)

F-M Is Exhibited To Capital Group

Engineers and FCC Staff See Armstrong Transmission

SOME 600 members of the Washington radio fraternity, including engineers and other employes of the FCC, witnessed a first-hand demonstration of Armstrong frequency modulation at a special demonstration Jan. 13 at the National Museum Auditorium in Washington. The demonstration was arranged by Fred W. Albertson, Washington radio attorney, as president of the Washington Radio Club, amateur organization.

Major Edwin H. Armstrong, of Columbia U, inventor of the new system, discussed the method, viewed as "the hottest thing in radio". His discussion was preceded by an actual demonstration of F-M reception picked up from W3XO, experimental F-M station operated by C. M. Jansky Jr., and Stuart L. Bailey, consulting engineers located in Washington. Mr. Bailey gave a running account of the transmission technique followed by an appraisal of the method by Prof. Jansky.

Multiplexing Shown

Possibility of multiplexing with wide-band frequency modulation was demonstrated when an International Business Machine radio typewriter was activated during the actual aural broadcasts over the same channel. The typewriter was operated by tape at 100 words a minute, without disturbing the audio transmission.

Dr. Jansky declared in appraising the new method that the effective strength of an F-M signal is many times that of an amplitude modulated signal in the conventional broadcast band. As an example he said that the 40,000-watt output used by Dr. Armstrong's station at Alpine, N. J., has an equivalent effective strength of a 100,000,000-watt broadcast station in the regular broadcast band.

Dr. Jansky asserted that F-M may remove the barrier which limits the number of stations in the country, by virtue of its peculiar propagation characteristics. Technically, he said it may be that many more stations can be operated than at present.

Stewart-Warner Building Line of F-M Receivers

STEWART-WARNER CORP. will introduce in May a line of table and console receivers equipped for Armstrong wide-swing frequency modulation broadcasting, according to L. L. Kelsey, manager of Stewart-Warner's radio division. General Electric Co. and Stromberg-Carlson already are manufacturing F-M receivers and Zenith Radio, an Armstrong licensee, recently announced its plans to manufacture a complete line, along with Pilot Radio Corp., which is to build sets "designed and priced for popular use".

Like other sets in production, the Stewart-Warner line will also receive standard band broadcasts. Sets will be first merchandised exclusively in territories where F-M transmitting stations are in operation.

TWISTED WRECKAGE of Yankee Network's F-M broadcasting station W1XOJ, atop Mt. Asnebumskit at Paxton, Mass., looked like this in the early morning of Jan. 15 when a storm of unusual severity tore away the top 200 feet. Ice accumulated on the structure to a thickness of more than six inches. Combined ice load and wind velocity of over 100 miles an hour exceeded the loads for which the structure was designed. Enough of the mast remained standing, according to Technical Director Paul A. deMars, to permit the station to continue on its 16-hour per-day schedule. Covered by insurance, the old structure will be replaced with one capable of withstanding New England's severest climate.

F-M Progress Will Feature Program At NAB-Ohio State Technical Session

FREQUENCY modulation, which has been catapulted into the forefront of radio in recent months, will highlight discussion at the Third Annual Broadcast Engineering Conference of Ohio State U in Columbus Feb. 12-23, according to the agenda announced Jan. 16 by Dr. W. L. Everitt, director of Ohio U's department of engineering. The conference will be held in conjunction with the NAB, which has called an engineering convention at the same time.

Lecture and discussion leaders have been selected from organizations actively engaged in solution of problems and in newest developments in broadcast engineering, following the custom of previous conventions. Prof. E. H. Armstrong himself will discuss his F-M system.

Engineering representatives of NAB, including Lynne C. Smeby, technical director, and R. M. Wilmotte, cooperated with Dr. Everitt in submitting topics of current value to broadcast engineers and helped in the organization of the sessions. An unusual feature of the conference will be an inspection trip by special train to WHAS, Louisville, through cooperation of the station, Western Electric Co. and Graybar Electric Co. The station has a new Western Electric 50 kw. transmitter, with couplings for possible expansion to 500 kw. operation.

F-M Roundtable

A. D. Ring, assistant chief engineer of the FCC, will lead a general discussion and question box. All topics of general interest will be discussed at this symposium.

Agenda for the first week of the conference places emphasis on F-M. The sessions will open Monday, Feb. 12, with a discussion of broadcast station measurements by H. J. Schrader, RCA. From 11 to 1 p.m., F-M will be discussed by Prof. Armstrong and during the balance of the week, at the same hours, F-M is the scheduled topic. During the afternoon sessions, Feb. 12 through Feb. 16, microphones, their theory and practice, will be discussed in a panel lead by R. N. Marshall, Bell Telephone Laboratories.

At the Feb. 13 morning session, ultra-high frequency propagation will be discussed by H. O. Peterson, RCA Communications, with Prof. Armstrong continuing his F-M demonstration. At the Feb. 14 morning session, J. H. DeWitt, WSM, Nashville, will lead discussion of noise studies. Paul A. deMars, Yankee Network, will explain F-M experience of that organization. Thursday, Feb. 15, the noise discussion will be continued during the morning with H. P. Thomas and I. R. Weir, of General Electric, recounting that company's F-M experience. A roundtable discussion on receivers will be opened by D. D. Israel, Emerson Radio, and William F. Cotter, Stromberg-Carlson, at the morning session, with the discussion to carry over the following day. R. F. Shea, of General Electric, will describe F-M receivers.

The second week's agenda provides for discussion of transcription recording and reproduction by R. A. Lynn, NBC, during the 9 a.m. to 11 a.m. session Feb. 19 through Feb. 21. At the 11 a.m. to 1 p.m. session Feb. 19-20, Raymond F. Guy and Robert Morris, of NBC, will discuss television transmission. Mr. Guy will describe engineering aspects of international broadcasting at the afternoon session Feb. 19. Television measurements compared with broadcast station measurements will be outlined by T. L. Gottier, RCA, Feb. 20.

Mr. Ring will throw open the general discussion and question box at the 11 a.m. to 1 p.m. session Feb. 21, with the debate to carry through the same period Feb. 22. L. B. Arguimbau, of General Radio, and the Massachusetts Institute of Technology, will describe audio-frequency testing by means of square waves at the Feb. 22. session.

At the closing sessions Feb. 23, Gerald C. Gross, international chief of the FCC, is listed for a discussion of foreign relations in broadcasting. At the afternoon session, A. W. Scharfeld, Washington radio attorney, will define relations between lawyer and engineer.

WOR Plans F-M Debut Using Western Electric Transmitting Equipment

WOR, NEWARK, about March 1 will begin frequency modulation experimental operation with the first of a new line of F-M transmitters manufactured by Western Electric Co., according to an announcement Jan. 18.

The new transmitters, it was stated by F. E. Lack, manager of Western Electric's specialty products division, will be based on F-M patents of Major E. H. Armstrong. Mr. Lack added that under the agreement with Maj. Armstrong the transmitters will make use of the wide swing frequency modulation system developed by him, and will include also several important features developed by Bell Telephone Laboratories, designed to contribute to the economy of operation and naturalness of the transmitted sound. He said the WOR installation will be to study transmission characteristics of this new system, and will carry MBS programs. Further development work is being carried on by Bell Labs. at Kearny, N. J., and at Whippany.

The WOR transmitter will be of 1,000 watts capacity and will be installed under the supervision of J. R. Poppele, chief engineer of WOR, and chairman of the Executive Engineering Committee of FM Broadcasters Inc., organized last month to promote the new medium.

Non-Broadcast Services Granted F-M Authority

USE of frequency modulation by non-broadcast services will be considered experimentally, according to the FCC, which announced Jan. 25 that it desired to obtain more factual data about the new transmission method for services in other fields. The FCC said it would accept applications for experimental authorization on frequencies allocated to those services above 30,000 kc.

With a general hearing on F-M scheduled to begin Feb. 28 to consider the technique as applied to standard broadcast service, the FCC apparently seeks all available data on the requirements of other services before deciding upon allocation policies. Such services as emergency, aviation, and other miscellaneous operations not directly associated with the scheduled hearings, are involved in the new pronouncement.

It was pointed out that F-M is claimed to offer advantages over existing amplitude modulation systems in police and aviation services. There are approximately 1,000 police radio systems with more than 6,000 transmitters not using amplitude modulation. It was said that after receipt of experimental reports on this mode of operation, determinations will be reached whether and under what conditions frequency modulation can be regularly authorized for non-broadcast use.

CBS has assigned Thomas Grandin, of its Paris staff, to attend and report the Belgrade conference of Balkan nations starting Feb. 2, and his fellow correspondents are calling him the "luckiest foreign staff man" for drawing an assignment that takes him away from food rations and blackouts to warmer climes and peace conditions.

XUM

HATS OFF TO WOR

...AND THE ENGINEERING STAFF, FOR OPERATING THE ENTIRE YEAR OF 1939 WITHOUT EVEN ONE PROGRAM BREAK!

J. R. POPPELE
Chief Engineer and Secretary of WOR

8221 operating hours without a single failure!

CHARLES H. SINGER
Technical Supervisor in charge of Transmitter and New Jersey Operations

WOR IS *Western Electric*

EQUIPPED FOR BETTER BROADCASTING

CAN YOU QU

TAKE YOUR OWN

★ AS A RADIO PROGRAM SPONSOR OR AGENCY EXECUTIVE ASK YOUR

Questions	*Answers*
1. *What has been the trend in radio programs among the largest advertisers?*	1. **Serial script shows.**
2. *Do sponsors have several such programs running at the same time?*	2. **Decidedly. One sponsor has 19 separate script shows a day—five days a week.**
3. *Why do they go so strong in this direction?*	3. **Because sponsors have found no other type of program so potent.**
4. *Name the most popular program of this type.*	4. **C. E. Hooper survey shows the top daytime serial is a World transcribed show, "Judy and Jane"—on the air in Middle West since 1930. Rating, 10.8.**
5. *Is this leadership confined to dramatic serials?*	5. **By no means. Radio's most widely heard musical programs have been on World. Chevrolet—425 stations; Ford—331 stations (both three a week); Coca-Cola—163 stations, five a week.**
6. *Why are so many of these "success" programs transcribed?*	6. **Because sponsors want the last degree of flexibility to perfectly match sales and distribution. Using spot, they may have many stations or few, and just where and when they want them. They can double up here, pull out there, go in or out of markets on short notice.**
7. *What stations feature quality transcriptions?*	7. **See**
8. *Name six essential services you have a right to expect in planning a program.*	8. **You**

(a)
(b)
(c)
(d)
(e)
(f)

If this
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scriptio
science.

WORLD BROADCA

UIZ-MEN

MEDICINE?
OLA

YOURSELF THESE QUESTIONS . . .

7. **See station listing at right.**
8. **You have a right to expect these aids:**
   - (a) A pre-view of new program ideas in wide variety.
   - (b) Data on the most successful types of programs.
   - (c) Professional skill in helping you design your program.
   - (d) Advice on talent.
   - (e) Complete data on markets and stations.
   - (f) Complete recording service, with the most advanced studio and technical equipment in the transcription field.

If this "quiz" indicates you have been missing something, we invite you to make use of our facilities. And when your show goes on as a World presentation you will have the satisfaction of knowing that in the most remote market as in New York, it will be heard with unsurpassed clarity and color. Because it is an established fact that World vertical-cut Wide Range transcriptions are the most life-like mirrors of sound known to science.

— ADVERTISERS' BLUE BOOK —

These stations enjoy exclusive local rights to the World Library—greatest repertory of music ever recorded for radio—and their audiences enjoy vastly superior reception because these stations have installed the most sensitive and costly equipment designed especially for broadcasting World recordings. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

ALABAMA	
WHMA	*Anniston*
WMOB	*Mobile*
ARIZONA	
KOY	*Phoenix*
ARKANSAS	
KELD	*El Dorado*
KARK	*Little Rock*
KUOA	*Siloam Springs*
CALIFORNIA	
KPMC	*Bakersfield*
KIEM	*Eureka*
KGER	*Long Beach*
KHJ	*Los Angeles*
KLX	*Oakland*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KSRO	*Santa Rosa*
KGDM	*Stockton*
KHUB	*Watsonville*
COLORADO	
KFEL	*Denver*
KFXJ	*Grand Junction*
KGHF	*Pueblo*
CONNECTICUT	
WTIC	*Hartford*
WELI	*New Haven*
DIST. OF COLUMBIA	
WJSV	*Washington*
FLORIDA	
WRUF	*Gainesville*
WQAM	*Miami*
WDBO	*Orlando*
WTSP	*St. Petersburg*
WSPB	*Sarasota*
WJNO	*West Palm Beach*
GEORGIA	
WGPC	*Albany*
WATL	*Atlanta*
WRDW	*Augusta*
WRBL	*Columbus*
WMAZ	*Macon*
WTOC	*Savannah*
WAYX	*Waycross*
IDAHO	
KIDO	*Boise*
KRLC	*Lewiston*
ILLINOIS	
WGN	*Chicago*
WDAN	*Danville*
WSOY	*Decatur*
WTAD	*Quincy*
WCBS	*Springfield*
INDIANA	
WTRC	*Elkhart*
WGBF-WEOA	*Evansville*
WIRE	*Indianapolis*
WLBC	*Muncie*
IOWA	
WMT	*Cedar Rapids*
WOC	*Davenport*
KMA	*Shenandoah*
KANSAS	
KFBI	*Abilene*
KWBG	*Hutchinson*
KENTUCKY	
WHOP	*Hopkinsville*
WLAP	*Lexington*
WPAD	*Paducah*
LOUISIANA	
WJBO	*Baton Rouge*
KWKH	*Shreveport*
MAINE	
WLBZ	*Bangor*
MARYLAND	
WBAL	*Baltimore*
WTBO	*Cumberland*
WFMD	*Frederick*
MASSACHUSETTS	
WCOP	*Boston*
WEEI	*Boston*
WTAG	*Worcester*
MICHIGAN	
WHDF	*Calumet*
WJR	*Detroit*
WDMJ	*Marquette*
MINNESOTA	
KATE	*Albert Lea*
KVOX	*Moorhead*
KROC	*Rochester*
KSTP	*St. Paul-Minneapolis*
MISSISSIPPI	
WFOR	*Hattiesburg*
WAML	*Laurel*
WSKB	*McComb*
WQBC	*Vicksburg*
MISSOURI	
KWOS	*Jefferson City*
KMBC	*Kansas City*
KWOC	*Poplar Bluff*
KWK	*St. Louis*
MONTANA	
KGCX	*Wolf Point*
NEBRASKA	
KFAB-KFOR	*Lincoln*
KOIL	*Omaha*
NEVADA	
KOH	*Reno*
NEW MEXICO	
KGGM	*Albuquerque*
KICA	*Clovis*
KVSF	*Santa Fe*
NEW YORK	
WGR-WKBW	*Buffalo*
WESG	*Elmira*
WKNY	*Kingston*
WOR	*New York City (Newark)*
WINS	*New York City*
WQXR	*New York City*
WHAM	*Rochester*
WFBL	*Syracuse*
WFAS	*White Plains*
NORTH CAROLINA	
WCNC	*Elizabeth City*
WBIG	*Greensboro*
WEED	*Rocky Mount*
WSTP	*Salisbury*
NORTH DAKOTA	
KDLR	*Devils Lake*
KRMC	*Jamestown*
KLPM	*Minot*
OHIO	
WJW	*Akron*
WHBC	*Canton*
WGAR	*Cleveland*
WBNS	*Columbus*
WSAI	*Cincinnati*
WKBN	*Youngstown*
OKLAHOMA	
KCRC	*Enid*
KBIX	*Muskogee*
KOMA	*Oklahoma City*
KVOO	*Tulsa*
OREGON	
KUIN	*Grants Pass*
KFJI	*Klamath Falls*
KOIN	*Portland*
PENNSYLVANIA	
WCBA-WSAN	*Allentown*
WFBG	*Altoona*
WLEU	*Erie*
WKBO	*Harrisburg*
WCAU	*Philadelphia*
WIP	*Philadelphia*
WCAE	*Pittsburgh*
WRAK	*Williamsport*
RHODE ISLAND	
WJAR	*Providence*
SOUTH CAROLINA	
WAIM	*Anderson*
WCSC	*Charleston*
TENNESSEE	
WOPI	*Bristol*
WDOD	*Chattanooga*
WREC	*Memphis*
WLAC	*Nashville*
TEXAS	
KGNC	*Amarillo*
KRIC	*Beaumont*
KGKO	*Dallas-Ft. Worth*
WBAP	*Dallas-Ft. Worth*
KTRH	*Houston*
KRLH	*Midland*
KPDN	*Pampa*
KPAC	*Port Arthur*
KTSA	*San Antonio*
UTAH	
KEUB	*Price*
KDYL	*Salt Lake City*
VIRGINIA	
WSVA	*Harrisonburg*
WRVA	*Richmond*
WDBJ	*Roanoke*
WASHINGTON	
KXRO	*Aberdeen*
KIRO	*Seattle*
KUJ	*Walla Walla*
WPQ	*Wenatchee*
WEST VIRGINIA	
WHIS	*Bluefield*
WCHS	*Charleston*
WBLK	*Clarksburg*
WPAR	*Parkersburg*
WISCONSIN	
WEAU	*Eau Claire*
WHBY-WTAQ	*Green Bay*
WKBH	*La Crosse*
WIBA	*Madison*
WISN	*Milwaukee*
WSAU	*Wausau*
HAWAII	
KHBC	*Hilo*
KGMB	*Honolulu*
CANADA	
ALBERTA	
CFAC	*Calgary*
CJCA	*Edmonton*
BRITISH COLUMBIA	
CKWX	*Vancouver*
MANITOBA	
CFAR	*Flin Flon*
CJRC	*Winnipeg*
NEW BRUNSWICK	
CKCW	*Moncton*
CHSJ	*Saint John*
ONTARIO	
CKPC	*Brantford*
CKOC	*Hamilton*
CKCA	*Kenora*
CBO	*Ottawa*
CKSO	*Sudbury*
CKCL	*Toronto*
CKLW	*Windsor*
QUEBEC	
CKAC	*Montreal*
CKCV	*Quebec*
CHLN	*Three Rivers*
SASKATCHEWAN	
CKBI	*Prince Albert*
CJRM	*Regina*
CJGX	*Yorkton*
FOREIGN	
AUSTRALIA	
5 DN	*Adelaide*
4 BC	*Brisbane*
3 KZ	*Melbourne*
2 GB	*Sydney*
NEW ZEALAND	
1 ZB	*Auckland*
2 ZB	*Wellington*
3 ZB	*Christchurch*
4 ZB	*Dunedin*
MEXICO	
XEW	*Mexico City*
SOUTH AFRICA	
South African Broadcasting Corp.	*Cape Town* *Durban* *Grahamstown* *Johannesburg*
VENEZUELA	
YV5RA-YV5RC	*Caracas*

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OUR PLATFORM

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

Profit Paradox

IN 1939 the broadcast business barometer hit a new high—14% in gross time sales ahead of the preceding year, according to an analysis summarized in this issue and published in full in our 1940 *Yearbook* number, now being distributed. During the same period national magazine advertising rose 9.1%, farm paper volume 2.6% and newspaper lineage 1.5%.

It is an eloquent success story for radio that these figures tell. Radio, even after two decades, is still the enterprising youngster among media. Surpassed only by newspapers, it takes unchallenged control of second place among media with an estimated gross of $171,113,813, as against the third-place volume of $151,484,000 for national magazines.

Figures are tricky. A skillful manipulator can make them prove most anything. In 1938, a "recession" year, radio's gain was only a few percentage points. But other media showed definite losses because advertisers were playing budgets close to the belt. In 1939, on the other hand, all of the major advertising media showed increases, with radio well ahead of the field. Actually, radio maintained its ratio of gain.

While the indicated dollar volume increase appears spectacular and while radio established a new industry high, that nevertheless is only part of the story. What counts is net profit. These figures will not be known for several months—after the FCC computes the results of financial questionnaires now in the hands of stations. It appears a safe guess, however, that despite the increased gross, the net will not boom upward apace.

For 1939 was an expensive radio year. The networks, for example, threw monetary caution to the winds in covering the war. Commercials were cancelled with abandon to do a public service job. Staffs still are being maintained abroad and daily transoceanic reports are broadcast from the warring capitals and even from the front lines. That's expensive.

Labor union activity, despite radio's status as the best paying industry, boosted the overhead curve. Stations have expanded facilities and plant, stemming mainly from power boosts. There hasn't been any letdown from the percentage-plunderers—copyright owners, musicians, record manufacturers and who-not. Experimentation has gone forward—in television, facsimile and now F-M against the day when broadcasters will be enabled to provide new and expanded service to the public.

True, broadcasters were able to retrieve a portion of this added overhead through increased sales, largely in news sponsorship. But the gap between income and net profit appears to be closing. Business isn't necessarily good when gross increases. The ratio of profit also must be maintained or increased.

There is reflected yet another sign in the 1939 figures that should cause consternation—one to which we have called attention in the past. It is the segregation of the bulk of a network business, and to a lesser extent spot, in a few product categories. In 1939 the convenience goods sponsors, especially large manufacturers of articles purchased in small units with high repeat sales, such as foods, cosmetics, soaps, kitchen supplies and gasoline, accounted for 87.4% of network volume. In spot, these product sponsors accounted for 70%. These figures demonstrate the necessity for a broadening of radio's sponsorship base—of attracting new industry and service groups as a cushion against the future.

Born or Stillborn?

SHALL television be unleashed? That is the hottest of several potatoes being tossed about at the FCC. Its ramifications are little short of staggering.

The FCC has heard a week of testimony from leading figures in the field. There were cross-currents aplenty, but on the fundamental issue of prompt promulgation of regulations permitting "limited commercial" operation in lieu of the non-commercial experimentation of the last decade, the majority urged action.

To the broadcaster, television is a challenge and a gamble. It is aural broadcasting's next dimension. There are some who question this—the motion picture industry, for example—and who would do everything possible to assure its stillbirth, or at least impede its advent.

The FCC heard an amazing admixture of viewpoints from some of the most active minds in radio. Paul W. Kesten, vice-president of CBS, talked brass tacks from the broadcasters' viewpoint—one of the few dissertations on behalf of the men who are destined to operate television stations. Indeed, it was a rather strange spectacle, that the industry whose very destiny is affected in such a vital way had so few spokesmen, while the preponderance of manufacturers, jobbers and others bickered about standards, selling methods and non-public service aspects.

The Kesten case was forceful. He told of long years of red ink before the telecaster realizes a return; of advertising rates three times as high as aural radio to reach the break-even point, and of at least seven years—prosperous years—required to equip only 30% of the homes in any given market with television sets. His plea was that television should not be given a public trial at public expense lest the broadcaster be held responsible for possible defects, failures or changes. NBC, as well as Don Lee, also made a case for the practical broadcaster.

On the other hand, Thomas F. Joyce, dynamic vice-president of RCA, predicted television would go like wildfire once good programs are presented and the green light is given the art. NBC Vice-President Alfred H. Morton reported enthusiastic response from the 10,000 "lookers" in New York receiving NBC's regularly scheduled telecasts, and told of more than a curious interest on the part of advertisers.

With one or two exceptions, leading figures in the art pronounced television technically feasible. Yet there can be no audiences unless there are programs. Experimental programs cannot be presented indefinitely without return. The "limited commercial" recommendation to permit the pioneers to recapture at least their program costs certainly is warranted, though we think full commercial operations would be more expedient. Those who feel fortunes will be made overnight in television program sponsorship do not know advertisers. It's a simple question of economics. They buy "circulation". Rates are based on audience and results.

It seems to us the course of the FCC is clear. Once it decides that television is technically feasible and that the bands are available, it should establish rules to govern the new service—rules designed to nurture its speedy and wholesome development. Questions of dealer and jobber competition, of flim-flamming an unsuspecting public, belong to the Federal Trade Commission, not the FCC. The public will buy sets only if there is sufficient program inducement.

Leading companies are prepared to invest their money in television. They are willing to take the gamble after plunging heavily in experimentation. Certainly little can be gained by holding back a matter of months, and certainly television cannot be born an adult. The history of American inventive genius, and it is peculiarly radio's, is that of meeting any situation once there is incentive.

We submit, therefore, that television should be given its head, under reasonable regulations. The FCC should not be swayed by the bleatings of fearful competitors or manufacturers who trail the procession and want to catch up. Progress, beneficial to the public, should not be artificially retarded. Television conceivably can give birth to a new industry providing new opportunities for thousands and giving the citizenry a new means of enlightment, education and relaxation.

We Pay Our Respects To —

GEORGE WILFRED JOHNSTONE

WHEN Alfred J. McCosker, WOR-Mutual chieftain, announced the other day that he had "loaned" "Johnny" Johnstone to Herbert Hoover's Finnish Relief Fund Inc. as part time director of radio activities, a cheer might well have gone up in war-torn Finland. For sheer driving force and effectiveness, Johnny Johnstone has few peers. Best of all, every newspaper and radio man who knows him—and that's about every one in New York and environs — must have been delighted with the appointment. That he will do his usual good job for the embattled and deserving Finns, goes without saying.

George Wilfred Johnstone, director of public relations for WOR-Mutual, next month will complete 17 years in broadcasting and something like 30 years in radio. One of the industry's real pioneers, he first learned radio as an amateur in 1910 when he was assigned his first operator's license, 2AAL. On March 23, 1923, he went to work as a control man with WEAF, then owned by AT&T. Successively he became WEAF's publicity director, NBC's first press relations director and, just before MBS was organized, press chief of WOR.

Born in Plainfield, N. J., in 1900, Johnny Johnstone went to the primary and high schools of Perth Amboy, N. J., during which he was literally "brought up" in the news and business offices of the *Perth Amboy Evening News*. As a youngster he rode two hobbies—radiotelegraphy and music. He was leading solo boy in the choir of the Cathedral of St. John the Divine in New York City, singing there in 1913 and 1914 while attending choir school. An early propensity for the piano made him an accomplished player, and at 15 he led his own orchestra which he combined with his newspaper job until the war broke out.

As a "ham" he had learned the rudiments of radio so well that he was picked among the first batch of instructors assigned to the U. S. Naval Radio School at Harvard. When the war ended he was one of President Wilson's radio operators aboard the USS *Washington*.

Out of the service, Johnny turned back to music and journalism. He worked at his newspaper job by day, conducted an orchestra at night. In 1921 he toured the Keith vaudeville circuit as pianist for the Dolce Sisters, a harmony trio, and in 1922 joined Vincent Lopez's orchestra as relief pianist for Lopez.

Marrying Anne Helene Merello Sept. 10, 1923, he preferred to settle down rather than travel the hustings with a vaudeville act or an orchestra. He had been following the experimental broadcasts of WEAF, and one day wandered down to the AT&T radio headquarters at 24 Walker St. and asked for a job—any kind of job, but preferably publicity work in view of his newspaper experience. They put him in the engineering department, but not before he had an understanding that the first opportunity that arose in the publicity department office would be his. He waited a year for that opportunity. His first publicity assignment was to publicize and assist Graham McNamee in that famous "24 votes for Underwood!" convention in New York's old Madison Square Garden in 1924. The latter part of that year Edgar H. Felix, then head of WEAF's publicity department, resigned and Johnny Johnstone got the job.

An open-faced little fellow even then inclined to chubbiness, the new publicity chief (Wilfred Johnstone to everyone then, with an unrequited passion to get people to call him George) bristled with energy, soon won the confidence of his superiors and friends among the staff. John A. Holman, now manager of WBZ, Boston, was then WEAF's manager. Mr. Holman one day asked his secretary to send out for "Johnny". She came back with one of the porters, whose name was John. "That's not the Johnny I want," exclaimed Holman, "I want Johnny Johnstone!" That was the first time he had been called Johnny, and the soubriquet stuck.

For several years he dovetailed his WEAF job with occasional play-dates with Lopez, but in 1925 he had to give up professional music. In 1926 NBC was organized, and the late George F. McClelland, newly-appointed vice-president and general manager, in assuming charge of WEAF, assigned Johnstone to the high-sounding post of director of press relations. His first duty was to start the mimeographs rolling and make press contacts for the newly-appointed NBC president, M. H. Aylesworth. As the company grew, Johnny's duties and contacts expanded. In 1931, he was made assistant to Mr. Aylesworth.

Shortly before Mutual was organized, Mr. McCosker invited Johnstone to join WOR. With a five-man department he has during the last five years coordinated news broadcasts, special features, talks and publicity in a way that has focused the attention of the industry and public on WOR and MBS.

Mr. and Mrs. Johnstone make their home at Great Neck, Long Island, with their children, Suzanne, 12, and George W. Jr., 8. His hobbies are swimming, boating, playing host and—relic of a never-to-be-forgotten past as an amateur—dialing the international shortwaves.

Personal NOTES

BERT MITCHELL, formerly with KPLT, Paris, Tex., and KGKL, San Angelo, Tex., has been appointed manager of KABC, San Antonio, succeeding Cliff Tatom, who is now with KCMC, Texarkana, Tex. Foster W. Fort, formerly manager of KCMC, has joined the announcing and sales staff of KFRO, Longview, Tex.

W. R. CHRISTIAN, formerly of WGST, Atlanta; George P. Moore, of WAGA, Atlanta, and William Haas, transferred from WLW, have joined the sales department of WSAI, Cincinnati. Mr. Haas will head the new sales service department of WSAI.

WILLIAM THOMAS HAMILTON, formerly in the sales department of WNEW, New York, and previously with *Tide* Magazine and the P. Lorillard Co., has joined the sales department of WOR, Newark.

H. LESLIE ATLASS, CBS Chicago vice-president, was in Hollywood in mid-January to confer with Donald W. Thornburgh, Pacific Coast vice-president.

JOHN C. SPEARMAN, of the law firm of Stephens, Spearman, Sykes & Roberson and a brother of Paul D. P. Spearman, on Jan. 18 was admitted to practice before the FCC. He recently passed his bar examination. Russell P. Place, recently appointed NAB counsel, also was admitted to FCC practice.

FRANK E. MASON, vice-president of NBC's department of information, on Jan. 18 addressed the Rochester (N. Y.) Advertising Club on shortwave radio.

TERRY GUNN, formerly of the sales staff of Transamerican Broadcasting & Television Corp., has joined the sales staff of WOV, New York.

L. C. STOKELY, formerly account executive of WKY, Oklahoma City, is now in Hollywood, where he plans to re-enter radio.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, left New York Jan. 26, accompanied by Mrs. McCosker, for a month's stay in Hollywood as the house guest of Rudy Vallee. While on the West Coast he will confer with Don Lee Network officials and renew old acquaintances in the radio and motion picture industries.

HENRY GERSTENKORN, merchandising director of Don Lee Broadcasting System, Los Angeles, and Grace Chapman, are to be married at Stanford University, Cal., on Feb. 10.

E. LEE JAHNCKE Jr. of the NBC stations division and a son of the former Secretary of the Navy, recently married Cornelia Redington Dickerman of New York and Southampton, daughter of W. C. Dickerman, president of American Locomotive Co.

LAWRENCE W. LOWMAN, CBS vice-president in charge of operations, went on vacation following his appearance on behalf of the broadcasters at the AFM executive board session in Miami. Following a stay in Havana, he had planned to proceed to the West Coast before returning to New York the end of February.

W. E. (Bill) McDONALD, former manager of KFNF, Shenandoah, Ia., has been named manager of WHBY, which was to move its studios to Appleton, Wis., Feb. 1.

JOHN F. ROYAL, NBC vice-president in charge of programs, left New York Jan. 17 for a visit to the West Coast, his first in several years. He is auditioning and renewing contacts.

WILT GUNZENDORFER, manager of KSRO, Santa Rosa, Cal., on Jan. 17 eloped by plane to Reno, Nev., and married Natale Traube, San Francisco society girl.

JOHN L. SULLIVAN, producer and narrator of the *Chicago at Work* series heard on WJJD, Chicago, has joined WDWS, Champaign, Ill., as commercial manager.

EVERETT L. THOMPSON, formerly commercial manager of WHDL, Olean, N. Y., has joined the commercial department of WEEU, Reading, Pa.

JAMES R. (Red) WEAVER, Walter Camp's 1919 All-America center from Centre College, has joined the sales staff of WCMI, Ashland, Ky.

CHARLES E. SEEBECK, formerly of WJEJ, Hagerstown, Md., and WJW, Akron, O., has joined the sales staff of WSVA, Harrisonburg, Va.

GERALD V. MOORE, formerly of WFBR, Baltimore, and WFIL, Philadelphia, is joining WKAT, Miami Beach, in an executive sales capacity.

ROBERT ALEXANDER, of KTUL, Tulsa, Okla., has been named account executive, succeeding Melvin Drake, who has taken over active management of KGGF, Coffeyville, Kan.

CARL M. LYNGE Jr., formerly of the publicity department of General Electric Co., Schenectady, has joined the advertising staff of Carrier Corp., Syracuse, where he will prepare sales promotional programs and write copy for general publications.

T. C. SHAYS, who formerly operated the Society Artist Bureau, and H. McIntyre Grout, formerly with *Cue* Magazine, have joined the sales staff of WFAS, White Plains, N. Y.

O. B. EDDENS, account executive at KROW, Oakland, Cal., has resigned.

PAUL MILLS, salesman of WOWO, Fort Wayne, is author of "Little Star", the theme of the Alka-Seltzer *Friendly Neighbors* serial.

HYLA KICZALES, general manager of WOV, New York, has been ill since Jan. 18 with a severe case of intestinal grippe.

DALE ROBINSON, formerly of KPDN, Pampa, Tex., has joined the sales department of KTOK, Oklahoma City, along with Leon Betz, new to radio.

PHILIP F. SIFF, a member of the investment banking house, Lehman Bros., New York, where he has specialized in radio, television and motion pictures, has been elected a director of Allen B. DuMont Laboratories, New York.

ARTHUR SIMON, manager of WPEN, Philadelphia, has been named to the radio division of the All-Philadelphia Citizens Committee, formed to bring national political conventions to Philadelphia.

RALPH R. BRUNTON, general manager of KJBS, San Francisco and KQW. San Jose, Cal., was confined to the Dante Hospital in San Francisco last month with a throat infection.

HERMAN J. TAUBER has resigned from the advertising department of Radio Wire Television, New York, but has not announced his future plans.

JOSEPH A. STEINER, formerly of the Ruben H. Donnelly Co., Chicago, has joined the sales department of WGES, Chicago.

JAMES L. FOUCH, president of Universal Microphone Co., Inglewood, Cal., is in Hollywood Hospital recovering from a major operation.

Edgar Shutz Dies Following Stroke

EDGAR P. SHUTZ, 49, commercial and business manager of WIL, St. Louis, died Jan. 20 from a cerebral hemhorrage. Well-known in broadcasting circles, he died in the hospital two hours after collapsing in his office while at work. The funeral was held Jan. 23. No successor will be appointed in the near future, according to WIL officials.

Before becoming associated with WIL, Mr. Shutz was automobile editor of the old *St. Louis Times*. He is survived by his wife, a son and daughter, his mother, and a brother and sister.

Jack C. Hutchings

JACK C. HUTCHINGS, 46, president and owner of Lethbridge Broadcasting Ltd., CJOC, Lethbridge, Alta., died suddenly of a heart attack while on the street on Jan. 21. For the last nine years he had been associated with CJOC, having bought out the interest of H. R. Carson, CFAC, Calgary, who heard of the death of his former partner while attending the convention of the Canadian Assn. of Broadcasters in Montreal, and who immediately flew to Lethbridge. Mr. Hutchings was well-known in the wholesale automotive supply business throughout Canada, and especially in the West. He was born in Calgary and resided in western Canada all his life. His wife and two children survive.

Edward H. Uhl

EDWARD H. UHL, 69, retired president of the Southern California Music Co., Los Angeles, and well-known in radio circles during the early days of broadcasting, died at his home in Hollywood Jan. 19, following a lingering illness. A native of Indianapolis, Ind., Mr. Uhl was one of the founders and first presidents of the old Southern California Radio & Music Trades Assn. when Los Angeles radio was first being commercialized. Surviving is his wife, Mrs. Louise Uhl.

BEHIND the MIKE

JACK HOFFMAN, with KTUL, Tulsa, for four years, has been named program director, succeeding Mrs. Vivian Sandler, resigned. Tom Morris Jr. succeeds Hoffman in the production department. Betty Dyer, formerly of R. J. Potts Co., Kansas City, has joined KTUL as day receptionist.

GENE ARNOLD, heard on KGKO, Fort Worth, for Texas Electric Service Co., willl celebrate his 12th year as a radio performer Feb. 9 on his *Fifteen Minutes With You* show. Arnold started as announcer and singer on WROK, Rockford, Ill., on Feb. 9, 1928.

ROY W. WINSOR, formerly of Leo Burnett Co., Chicago agency, has joined the directing staff of NBC-Chicago.

MARIAN STITT, of the program department of WOW, Omaha, has announced her engagement to James Ham, with Armour & Co. in Des Moines.

NORMAN S. McGEE, director of agency relations of WQXR, New York, on Dec. 21 married the former Mrs. Pamela Clark in Westport, Conn.

ROBERT A. SIMON, director of continuities of WOR, Newark, on Feb. 6 will start conducting a course in radio script writing at New York U.

KEITH KIRBY, formerly chief announcer at KSFO, San Francisco, recently resigned to join KROW, Oakland.

ROY McKEE, formerly with stations in Oklahoma City and Wichita Falls, has joined the announcing staff of KGKO, Fort Worth. Milton Atkinson, of the Texas Christian U journalism department, has been added to the KGKO staff as assistant traffic manager.

SAM PIERCE, CBS Hollywood announcer, and Mrs. Pierce are the parents of a girl, born Jan. 7.

JOE PARKER, NBC Hollywood director of the *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son, has written a new song, "Hold Out for Heaven", which is being published by M. Witmark & Son, that city.

TRUMAN BRADLEY, CBS Hollywood announcer, and Myra Bratton, film actress, were married in Las Vegas, Nev., Jan. 12.

LEIGHTON BRILL, Hollywood writer, is in New York for story conferences with Young & Rubicam executives on the serial, *One of the Finest*, sponsored by Gordon Baking Co., as a live and transcribed show.

JOHN LANG, formerly an RKO Radio Pictures film actor, and prior to that in the NBC New York production department, has joined KHJ, Los Angeles, as announcer.

GUILBERT GIBBONS, formerly of the production staff of NBC-Chicago, has joined Carl Wester & Co., Chicago program firm.

JACK DOUGLAS, announcer of WJR, Detroit, has joined KMPC, Beverly Hills, Cal.

KAY BARR, formerly with NBC, New York and previous to that publicity director at KDKA, Pittsburgh, recently joined the press department of KPO-KGO, San Francisco.

GORDON SWARTOUT, managing editor of Irving Parker Radio Feature Service, Hollywood publicity firm, has resigned to work on the new motion picture section of *Radio Guide*, national radio fan magazine. He retains stock interest in the publicity firm.

JOHN B. LYMAN Jr., formerly director of radio and special events for the Golden Gate International Exposition, San Francisco, and prior to that on the NBC production staff, that city, has joined KOA, Denver, as production manager. He succeeds Roscoe K. Stockton who resigned to become director and producer of the Sloane Foundation series of programs, *You Make America*, sponsored on KOA. Mr. Stockton continues as head of the radio of the Denver U.

PAT FLANAGAN, veteran sportscaster of WBBM, Chicago, and Mrs. Flanagan left Jan. 23 for a four-week vacation at Sarasota, Fla., after which he will start a three-week tour of big league baseball training camps in the Florida area. He will continue another two weeks or more after that, visiting Texas training camps and the West Coast and Catalina Island to complete the circuit.

KEN KENNEDY, program director of WDAY, Fargo, N. D., has been named general chairman of the Jack Frost Winter Carnival, to be held in Fargo Feb. 16-19 under auspices of the Junior Chamber of Commerce. Bill Dean, WDAY publicity director, is director of radio publicity for the event, which will feature a nationally known ice skating troupe with Ransom Sherman as m.c.

CHARLES STARK, CBS announcer and conductor of the CBS program *Oddities in the News*, has been appointed radio director of the Feagin School of Dramatic Arts, New York, where he studied ten years ago.

JEROME SCHWARTZ, CBS Hollywood writer, has written a child's story, "Oscar the Ostrich", published by Random House, New York.

Meet the LADIES

FLORENCE LUEDEKE

SALESMAN, writer, announcer and the only woman on the sales staff of WMBD, Peoria, Ill., is Florence Pearson Luedeke. A graduate of Illinois U, Mrs. Luedeke joined WMBD in April, 1932, and she includes in her business experience such enterprises as selling *Chicago Tribune* and *Chicago Daily News* advertising, editing society news for the *South Town Economist* in Chicago, and working in the sales department of the *Peoria Journal-Transcript*. In addition to writing and announcing, she contacts WMBD's department store and furniture accounts and produces shows for her clientele—among them WMBD's *Brain Teasers* quiz program, which has been sponsored for more than two years. Three years ago she married Harry Luedeke, WMBD chief announcer.

TED CHRISTIE, formerly in the publicity department of the 1939 New York World's Fair, has been placed in charge of press and radio publicity for the Paul V. McNutt for President campaign in New York. Mr. Christie was previously with AP, INS and Press-Radio Bureau.

DOROTHY ROCKWELL, recently appointed Washington correspondent for WQXR, New York, is now supplying the station with a daily noon *Washington Dispatch* program of news and background information on activities in the nation's capital.

MERTON EMMERT and Charles Grisham, agricultural college graduates who last fall won $500 scholarships to study the radio aspects of agriculture at WLW, Cincinnati, have been added to the permanent staff of the station. The scholarships provided for six months study at WLW, and when this period expired on Jan. 10, the students received their regular staff appointments.

HARLAN DUNNING, announcer, formerly with KGMB, Honolulu, recently joined KROW, Oakland, Cal.

RUSSELL HIRSCH, formerly program director of WCMI, Ashland, Ky., has been transferred to Huntington, W. Va., to manage the station's remote studios there. Mark Williams has been named program director to succeed Hirsch. Harold Marler, formerly a WCMI announcer, has been named manager of the remote studios in Ironton, O., succeeding Ken McClure, transferred to Huntington.

LEONARD LEVINSON, Hollywood writer, has joined the staff of the NBC *Fibber McGee & Mollie* program, sponsored by S. C. Johnson & Son. He is assisting Don Quinn, writer of the series.

NED TELLINGER, producer at KGO-KPO, San Francisco, has been transferred to the Hollywood studios of NBC, where he succeeds Joe Thompson, who has gone to New York NBC studios.

PERRY HILLEARY has resigned from the KLO, Ogden, Utah, announcing staff and is now in Hollywood.

JUDITH WALLER, educational director of NBC-Chicago, on Jan. 19 was named an honorary member of Beta Epsilon Phi, national radio fraternity.

HAROLD SPARKS, formerly of WTJS, Jackson, Miss., has joined the announcing staff of KFDA, Amarillo, Tex., succeeding Billy Budd, retired to attend Amarillo Junior College.

IRVING C. WAUGH, formerly of WGH, Newport News, Va., has joined the announcing staff of WDBJ, Roanoke, Va., replacing Roger von Roth, who on Feb. 1 was to join the NBC staff in Washington.

BELLE WEST, *Polly the Shopper* of KOIL, Omaha, has started a new twice-weekly show, *Hollywood Gossip*, sponsored Fridays and Sundays on KOIL and KFOR, Lincoln, by Cinema Sable.

ALICE SANTTI, of the traffic department of WEEI, Boston, recently underwent an appendectomy. Tenney Kelley has taken over her duties while she is in the hospital.

DON QUINN, exclusive author of the *Fibber McGee & Molly* program since it started on NBC in April, 1935, has appointed Leonard Levinson, noted Hollywood writer, as assistant so he can handle additional writing for S. C. Johnson Co., sponsors of the program.

AL BARKER, of the production staff of NBC-Chicago, is the author of "Overnight", a stage play based on activities in tourist cabin camps. The show was to be staged at the local Woman's Club Theatre Feb. 1 and 2. Among Chicago radio actors appearing in "Overnight" are Ray Suber, Frank Dane, Fran Carlon, Nancy Douglass.

ALBERT J. BEVERIDGE Jr., newsman of WIRE, Indianapolis, is the father of a boy born Jan. 18. Mr. Beveridge also recently was appointed State chairman for the Finnish Relief Fund by former President Herbert Hoover.

TOM WOLF, night publicity editor of WOR, Newark, is resigning to join the writing staff of the National Education Assn. No successor will be named at this time.

RONALD REAGAN, Hollywood film actor and formerly announcer of WHO, Des Moines, and Jane Wyman, motion picture actress, were married Jan. 26.

MISCHA KOTTLER has replaced Herbert Mertz as director of music of WWJ, Detroit. Walter Bastian has returned to the station as a staff musician.

FRED GWYNN, formerly of KFI-KECA, Los Angeles, has joined the KIEV, Glendale, Cal., announcing staff. He replaces Allen Berg, resigned.

PIERRE ANDRE, announcer of NBC-Chicago, has rejoined the staff of WGN, that city, to handle the *Little Orphan Annie* strip program.

MAURICE RAPKIN, CKCL, Toronto, program director, is recovering from an appendicitis operation.

FRANCES MARION, Hollywood film writer, is scripting the weekly half-hour NBC-Red network sustaining dramatic program, *Saturday's Child*, which started Jan. 28. Robert L. Redd is producer.

JOHN D. MALOY, chief announcer of WLAW, Lawrence, Mass., and Marie F. Brogan, WLAW receptionist, recently announced their engagement.

TOM HANLON, CBS Hollywood announcer, has been set for a sports announcing part in a new Paramount picture.

HERB ALLEN, KFI-KECA, Los Angeles, announcer, is the father of a boy born Jan. 22.

DON MARTIN, traffic supervisor of WFIL, Philadelphia, since 1937, has been named production manager of the station.

ARNOLD MARQUIS, producer at KPO-KGO, San Francisco, is conducting a course in radio writing at U of California Extension Division, San Francisco.

FRANK BIGNELL, announcer, of WJJD, Chicago, is the father of a baby boy born Jan. 22.

CLAIRE CHAMBERS, CJRC, Winnipeg, has joined the sales and announcing staff of CKSO, Sudbury, Ont. Fred Haywood, formerly of the production staff of CJRC and W. Valentine formerly of CJRC and Toronto transcription studios, have also joined the CKSO production staff.

HARRY KRAMER, announcer of the New York Broadcasting System and WINS, New York, is the father of a boy born recently.

JOYCE WHEATON, radio editor of *San Francisco Cavalcade*, weekly publication, recently was added to the KPO-KGO dramatic staff.

EDWARD ALLEN, announcer of WGN, Chicago, is the father of a boy born Jan. 23.

AL MAGAZIN, West Coast sportscaster, has been engaged by KSAN, San Francisco, to broadcast boxing matches. Lundstrom Hat Co. is sponsoring.

FRANK RAND, former head of public relations of CBS-Chicago who recently joined the public relations firm of Rhoads & Rand, was feted by the personnel of CBS-Chicago Jan. 22. Mr. Rand was presented with a portable radio.

DAVID McNUTT, member of the press department at KPO-KGO, San Francisco recently married Janet Goldman, of Berkeley.

Kiley WFBM Sales Chief

Mr. Kiley

WILLIAM F. KILEY Jr., has been promoted to commercial manager of WFBM, Indianapolis, according to an announcement, Jan. 24 by Jesse L. Kaufman, president. Mr. Kiley started his radio career in 1930 as announcer and writer on the *Pep Unlimited Club*, one of the first recorded programs on the air. He served in that capacity until 1932 when he joined the Indiana News Co. as promotional advisor. In 1933, he joined WFBM as a writer, being promoted to continuity editor in 1933. During his years as a writer he created and wrote such programs as the *Early Birds*, *Tea Time Tunes*, and *Stardust Melodies*.

EARL A. EBI, formerly of WWJ, Detroit, has joined the production staff of NBC-Chicago.

SHERRILL ELLSWORTH, who recently joined the staff of KOB, Albuquerque, as a newscaster, is to be married on St. Valentine's Day, Feb. 14, to Patricia Gibbons, former *Story Lady* of KGKY, Scottsbluff, Neb., according to a report received by BROADCASTING.

WALTER COMPTON, MBS presidential announcer of WOL, Washington, has started a radio review column in the *Washington Times-Herald*.

DICK BERTRANDIAS, formerly of the press department, has been transferred to the program department of KPO-KGO, San Francisco.

JAMES POOLE, formerly a page boy at NBC, San Francisco, recently was promoted to the press department, succeeding June Shaw, recently married, who has resigned.

LEONA LEIGH, KOA, Denver, receptionist, recently announced her engagement to Kenneth Stanley. The wedding is scheduled in February.

JANE WISNOUSKY of the KOY, Phoenix, business staff, after a serious illness has returned to the station.

CHARLES TIGNER, formerly of Texas State Network, has joined the announcing staff of KWKH, Shreveport, La.

JOE THOMPSON, NBC Hollywood director, has been transferred to the network's New York staff. Ned Tollinger, NBC, San Francisco, director, has been transferred to Hollywood, taking over Thompson's former post.

SAM KELLOGG, of the CBS Hollywood tour department, has resigned to join Western Adv. Artists, Los Angeles, as contact man.

NATALIE PARK, actress at NBC, San Francisco, recently eloped to Reno, Nev., with Melvin Vickland, announcer, formerly with KPO-KGO, San Francisco, and more recently with midwestern stations.

CHARLES BALLOU, announcer of WSVA, Harrisonburg, Va., early in January married Glenna Wine, of Waynesboro, Va.

BERTHA BOLTE, new to radio, has joined the mailing department of WWL, New Orleans.

CHARLES CUTLER, announcer of WNLC, New London, Conn., plans to transfer to the Pacific Coast to enter radio there about March 1.

JERRY GEEHAN, KMO, Tacoma, Wash., baseball announcer, has been elected first vice-president of the Tacoma Young Men's Business Club.

THIS MARKET IS FIRST

Norfolk
Portsmouth
Newport News

IN VIRGINIA—

Dominate It with WTAR!!

The Norfolk metropolitan district ranks first in Virginia:

FIRST in population	**273,233**
FIRST in white families	**41,661**
FIRST in retail sales	**$86,488,000**
FIRST in home owners	**17,321**

In Norfolk, WTAR is FIRST!

- **FIRST in local advertising**
- **FIRST in national spot advertising**
- **FIRST in fine local programs**
- **FIRST with the cream of NBC Red and Blue Programs**

. . . and WTAR gives you additional coverage of 321,592 prosperous rural population beyond the borders of the Norfolk metropolitan district.

For a special combination buy, add only 20% to your WTAR time contract and receive identical service on WRTD in Richmond.

National Representatives

EDWARD PETRY & COMPANY

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

SHREVEPORT
KWKH-50,000 WATTS

•

A Radio "NATURAL" for
1940 ADVERTISING

Unlimited opportunities are offered 1940 radio advertisers in Shreveport and the Shreveport market area over KWKH, the 50,000 watt Columbia network station serving a population of 2,472,209 persons within 150 mile radius . . . more people than live in the entire state of Louisiana.

Shreveport is one of America's most receptive markets and with 50,000 watts KWKH gives you clear, powerful reception for your advertising messages reaching progressive, able-to-buy prospects. If you want results put KWKH to work for you during 1940 and watch sales increase. Ask for additional information on the Shreveport market.

Member of the Tri-State Network
WMC—Memphis • KARK—Little Rock
KWKH-KTBS—Shreveport

KWKH
SHREVEPORT LOUISIANA
50,000 WATTS
A SHREVEPORT TIMES STATION
. . . . in the heart of the world's greatest oil and gas area . . . .
CBS
Represented by THE BRANHAM CO.

In the Family

JEAN ABBEY, heard regularly on her own program on WJSV, Washington, on Jan. 22 interviewed a visiting celebrity—Mary Howard, who portrayed Ann Rutledge in the movie version of "Abe Lincoln in Illinois", given its world premiere in Washington that evening. Miss Abbey's real name is Meredith Howard—she is a sister of the movie actress, who played opposite Raymond Massey in the picture.

EMERSON SMITH, chief announcer of KDYL, Salt Lake City, and formerly special events reporter for NBC in San Francisco, has been promoted to assistant program director of the station.

HENRY DUPRE, special events announcer of WWL, New Orleans, officiated as m.c. at the annual Knights of Columbus Ball in Biloxi, Miss., on Jan. 18.

BILL WINDER, engineering student at Oklahoma U, has joined the announcing staff of WKY, Oklahoma City. Neal Spaulding, formerly in radio on the West Coast, has joined WKY as assistant to Allan Clark, musical director.

JOHN STANTON, KOA, Denver, announcer, is doing the fashion commentary on the weekly *Lovely Lady* program sponsored by Chamberlain Laboratories (hand lotion), on 11 NBC-Mountain Red stations.

PAUL DOUGLAS, announcer for Chesterfield cigarettes, on Jan. 15 underwent an appendectomy.

ASHLEY SIMS, new to radio, has joined KOY, Phoenix, as announcer.

GLADYS CRONKHITE, home economics director at KPO-KGO, San Francisco, has been named one of the judges in the national limerick contest to run for 10 weeks under the auspices of the California Prune Growers.

LLOYD L. HARRIS, Hollywood screen and radio writer, is writing the KHJ, Los Angeles, weekly half-hour serial, *Imperial Intrigue.*

TOL WARE, commentator in *Cavalcade of the Golden West* at the Golden Gate Exposition last year, has joined the announcing staff of KSFO, San Francisco.

RITA LAROY, well-known Pacific Coast stylist, has been appointed CBS Hollywood fashion editor, and along with various activities has launched a weekly hour program, *Hollywood Fashion Clinic*, on KNX, that city.

MERLE HOUSH, of the production department of WLS, Chicago, has returned to his duties following a four-month absence recuperating from an operation.

LEE J. RHEINER, night hostess of WFBL, Syracuse, recently announced that she will marry Greyston Beall, Philadelphia marine draftsman, on Feb. 10.

GEORGE MATHEWS and Robert Morris have been added to the KOA, Denver, guest relations staff.

ELSIE ALLEN, publicity director of CJLS, Yarmouth, N. S., has announced her engagement to George Drew, local auto man. Ron Fraser, CJLS news editor, entered the local hospital in mid-January for an appendectomy.

BOB EDGE, expert on hunting and fishing for CBS, on Jan. 31 was guest of honor at a dinner of the Quebec Anglers Assn. at the Mt. Royal Hotel in Montreal. Mr. Edge will later fill four lecture engagements.

CY LELAND, m.c. of *Chuck Wagon Gang*, originating six times weekly on KGKO, Fort Worth, for Lone Star Chain stations under sponsorship of Bewley Mills, Fort Worth, on Jan. 29 celebrated completion of his fifth year for the same sponsor. The Gang made their debut on WBAP, Fort Worth, five years ago, but transferred to KGKO last May. Leland is a former All-American football and track star of Texas Christian U.

GEORGE L. SUTHERLAND, formerly of WMEX, Boston, has joined the sports and special events announcing staff of WKRC, Cincinnati. Lawrence Ford has been appointed to the sales promotion department to devote his time primarily to market research studies and dealer surveys.

WOODROW HATTIC, director of agriculture of WWL, New Orleans, has been officially made CBS *Farm Reporter* for Louisiana, Mississippi and Alabama. Hattic has already participated in four CBS shows, traveling to Shreveport, St. Louis, and Chicago for the network.

ERNEST RICCA, head sound man at WWJ, Detroit, has been assigned to new duties as producer. Shields Dierkes, Ricca's assistant, will handle sound.

MISCHA KOTTLER, nationally known pianist, is now musical director of WWJ, Detroit, replacing Herbert Mertz, resigned. Walter Bastian will contract for musicians.

VIC LUND, sports broadcaster of WIRE, Indianapolis, has been elected a member of the athletic committee of the Indianapolis Chamber of Commerce for 1940.

MARGARET CUTHBERT, NBC director of women's programs, served as one of the judges for the contest recently conducted by *Publishers Weekly* for the best advertising campaign in the last six months of 1939 directed by a publishing firm for a trade book.

DWIGHT MERRIAM, formerly program director of KROC, Rochester, Minn., has joined the production department of WKBN, Youngstown, O.

BERNARD HERRMANN, Hollywood music director of the CBS *Campbell Playhouse*, sponsored by Campbell Soup Co., has written a cantata, "Moby Dick", based on the Herman Melville novel. It will be performed early in April by the New York Philharmonic Symphony orchestra and a chorus.

WINTHROP SHERMAN, formerly of WBAP, Fort Worth, has joined the announcing staff of KMOX, St. Louis.

MURIEL O'MEARA, formerly of KFWB, Hollywood, has joined the secretarial staff of Wilbur Eickelberg, general sales manager of Don Lee Broadcasting System, Los Angeles.

CBS Hollywood Shifts

REORGANIZATION of the CBS Hollywood production staff headed by Charles Vanda, western program director, has brought in Ken Niles as production supervisor, and Wendell Niles as staff announcer. Leaving the staff are Frank Graham, announcer, Ralph Scott and Bill Lawrence, producers. Graham continues his nightly *Nightcap Yarns* on KNX, Hollywood, and Scott will do the commentary on a thrice weekly five minute program sponsored on that station by Woodmen Accident Co. (insurance) starting Feb. 6. Lawrence will continue as producer-announcer of the NBC *I Want a Divorce* program, cooperatively sponsored. Ken Niles was formerly on the production staff of the weekly CBS Gateway to Hollywood series, sponsored formerly by Wm. Wrigley Jr. Co. His brother Wendell currently is announcer on the Al Pearce program, sponsored by Hawaiian Pineapple Co., and Melody Ranch, sponsored by Wm. Wrigley Jr. Co., on CBS.

Staffs of KWTO-KGBX, Springfield, Reorganized

REORGANIZATION of the staffs of KWTO-KGBX, Springfield, Mo., was ordered Jan. 8 by General Manager Ralph D. Foster. The two stations which have been operated previously as sister stations under one roof, under the new setup will be strictly competitive, according to Mr. Foster.

To head the new KWTO sales department, in charge of all local and national accounts, Mr. Foster has appointed John E. Pearson, formerly national sales manager of the two stations. Leslie L. Kennon, formerly local salesman, was appointed Pearson's assistant and also will take over the promotion manager's duties formerly held by Carl Ward. Terry Moss, formerly program director of both stations, will confine his activities to KWTO programs, and Russ Davis will be in charge of KWTO announcers and production. Aim of KWTO is to develop as a farm station.

At KGBX Gordon Wardell, formerly local sales manager, has been named sales manager, with Ralph Stufflebam as assistant. George Earle Wilson, formerly concentrating on script shows and special productions for both stations, is new program director of KGBX, but will continue to write the script show, *Little Crossroads Store*, heard five days weekly on KWTO for P&G White Naptha soap. Jim Simmons is chief announcer of KGBX. The news departments of both stations are under the general management of Floyd M. Sullivan, former managing editor of the *Springfield Leader*.

Staff Changes at KMBC

DAVID E. PARTRIDGE, formerly of the *Kansan City Kansan*, has joined the staff of KMBC, Kansas City, as a member of the publicity and promotion department and assistant to M. F. (Chick) Allison, publicity and promotion manager. He will assume the duties now being handled by Miss Betty Jo LeVec, who is resigning to be married in the spring. In the continuity department Miss Josephine Zimmerman, formerly of the Potts-Turnbill Advertising Co., Kansas City, will replace Mrs. Florence Braithwaite, who has resigned to go to Washington, D. C. Victor Wintermeyer joins the staff as an assistant in the accounting department, replacing Frank Hunter, recently resigned. Mary Claire Matthews, Omaha, is the fourth addition, joining the staff as receptionist.

World's Fair Programs

PLANS for a series of weekly international programs, titled *Our Americas*, in connection with the opening of the 1940 New York World's Fair, have practically been completed by John S. Young, radio director of the Fair, who has been travelling through Latin America arranging for the goodwill broadcasts with the presidents of the various countries. The series, scheduled to start about April 1 on NBC, MBS and CBS, will be similar to the *Salute to Nations* weekly programs broadcast for the 1939 Fair between the United States and European countries. Mr. Young will release details of the special series along with information on regular broadcasts from the Fair upon his return to New York the end of January.

Gopher Dilemma

FRANCES BOARDMAN, music critic of the *St. Paul Pioneer Press*, which is half-owner of WTCN, Minneapolis, is leading a protest campaign against WTCN's Saturday night basketball pickups which have supplanted the NBC Symphony series. George Edmond, *Pioneer Press* sports editor, is leading the pro-basketball faction. So far WTCN has declined to drop the sports program, recalling protests last season when the symphony was given precedence. Spokesmen of both factions recently debated the question on WTCN.

THE GANNETT Newspaper interests, already operators of about half dozen stations, are disclosed by the FCC as principals in the application of the *Utica Observer-Dispatch*, Utica, N. Y., for a new 250-watt station in that city to operate on 1420 kc.

POLLY MARTIN, conductor of the *Polly the Shopper* program on WHN, New York, with some of the Christmas cards received from listeners in answer to a single announcement that if they would send the cards they received to her instead of throwing them away she would distribute them to hospitals.

WESTERN Gateway Broadcasting Corp., Schenectady, N. Y., has applied to the FCC for a new 250-watt station in that city to operate on 1210 kc. Principals in the firm are Winslow P. Leighton and George R. Nelson, partners in the Schenectady advertising agency of Leighton & Nelson.

Radio Figures Take Part In Political Campaigns

WITH the political cauldron just beginning to simmer, owners of radio stations are taking a prominent part in election campaigns. During the last fortnight, Frank E. Gannett, New York publisher and radio station owner, announced his candidacy for the Republican nomination for President of the United States, and entered the lists in New York to oppose Thomas E. Dewey for control of the New York delegation.

In Louisiana, James A. Noe ran third in the Jan. 16 Democratic primary for the gubernatorial nomination in which Earl K. Long and James H. Jones topped him and will compete Feb. 20 in a runoff primary. Mr. Noe is the owner of WNOE, New Orleans, and half-owner of KOTN, Pine Bluff, Ark.

WMVA are the call letters assigned by the FCC for the new local station authorized for construction in Martinsville, Va. [BROADCASTING, Jan. 15].

HISTORY IMPROVES ITSELF

WIBW ran this ad' way back in 1936

LIKE *a* HEN *with* ONE CHICK

You'll think that *your* account is the *only one we have*!

• Whether you use spot announcements or an hour's program, WIBW watches over your account with all the anxiety of a hen with just one chick, because it *must* produce results.

TODAY—

Advertisers are reaping increasingly GREATER BENEFITS from this sound, established policy of *Personalized Supervision*.

One of America's newest and most modern transmitters now carries WIBW's friendly, neighborly message into 206 counties . . . 1,231,980 buying homes throughout Kansas and almost half of all adjoining states . . . the *preferred* station of more than 5,173,938 listeners.

Dollar for dollar, WIBW is America's most outstanding "buy" for consistent results.

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Bristol-Myers Co., New York (Sal Hepatica), 156 *sp*, thru Young & Rubicam, N. Y.

Welch Grape Juice Co., Westfield, N. Y., 34 *t*, thru H. W. Kastor & Sons, Chicago.

White King Soap Co., Los Angeles, 156 *sa*, thru Raymond R. Morgan Co., Los Angeles.

Quaker Oats Co., Chicago (Ful-O-Pep poultry feeds), 26 *sp*, thru Benton & Bowles, Chicago.

Morton Salt Co., Chicago (smoke salt), 15 *sp*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

American Snuff Co., Memphis (Garrett's Snuff), 218 *t*, thru Simon & Gwynn, Memphis.

Smith Bros. Mfg. Co., Carthage, Mo. (Big Smith work clothes), 234 *sa*, thru R. J. Potts & Co., Kansas City.

Imperial Sugar Co., Sugarland, Texas (Imperial Sugar), 156 *sp*, thru Tracy-Locke-Dawson, Dallas.

WOWO, Fort Wayne

Roman Cleanser Co., Detroit, 9 *sa*, thru Gleason Adv. Agency, Detroit.

Harris Milling Co., Mt. Pleasant, Mich. (Famo pancake flour), 33 *sa*, thru Fred M. Randall Adv. Agency, Detroit.

Cleveland Cleaner & Paste Co., Cleveland (wall paper cleaner), 30 *sa*, thru Campbell-Sanford Agency, Cleveland.

Federal Land Bank, Louisville, *sa* series, direct.

Pioneer Hi-Bred Corn Co., Des Moines, 6 *sa*, thru R. J. Potts & Co., Kansas City.

WFBM, Indianapolis

Stanco Inc., New York, 5 *t* weekly, thru McCann-Erickson, N. Y.

Phillips Petroleum Corp., Bartlesville, Okla., 10 *sa* weekly, thru Lambert & Feasley, N. Y.

Manhattan Soap Co., New York, 6 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill., 5 *ta* weekly, thru Benton & Bowles, Chicago.

North American Life Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

CJLS, Yarmouth, N. S.

Western Canada Flour Mills, Montreal (Purity flour), 3 *t* weekly, thru A. McKim Ltd., Montreal.

United Drug Co., Toronto (proprietary), weekly *sp*, direct.

Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes), 5 *t* weekly, thru Whitehall Bcstg. Co., Montreal.

KOA, Denver

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert tobacco), weekly *t*, thru Wm. Esty & Co., New York.

Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WHK, Cleveland

Bathasweet Corp., New York (bath salts), weekly *sa*, thru H. M. Kiesewetter Adv. Agency, N. Y.

Weideman Co., Cleveland (Boy Brand food), 3 *sp* weekly, direct.

WLW, Cincinnati

Bristol-Myers Co., New York (Sal-Hepatica, Minit Rub), 4 *sp* weekly, through Young & Rubicam, N. Y.

Household Magazine, Topeka, 3 *sp* weekly, through Presba, Fellers & Presba, Chicago.

Thomas J. Lipton, Hoboken (tea), 5 *sa* weekly, through Young & Rubicam, N. Y.

Institute of Applied Science, Chicago (Fingerprint Expert Course), weekly *t*, through Matteson-Fogarty-Jordan, Chicago.

Stanco Inc., New York (Stanco products), 5 *t* weekly, through McCann-Erickson, N. Y.

Morton Salt Co., Chicago, 3 *t* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Swift & Co., Chicago (Sunbrite cleanser), *ta* series, weekly, through Stack-Goble Adv. Agency, Chicago.

KFI, Los Angeles

O M Tablet Co., Pasadena, Cal. (proprietary), weekly *sp*, thru Lou Sterling & Associates, North Hollywood, Cal.

Davis Vitamin Corp., Los Angeles (vitamin products), weekly *sp*, thru Allied Adv. Agency, Los Angeles.

R. J. Reynolds Tobacco Co., Winston-Salem (Prince Albert tobacco), weekly *t*, thru Wm. Esty & Co., New York.

Clicquot Club Co., New York (beverage), 65 *sa*, thru N. W. Ayer & Son, Philadelphia.

WOR, Newark

North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Agency Corp., N. Y.

F. G. Vogt & Sons, Philadelphia (Canned Philadelphia Scrapple), 5 *sp* weekly, thru The Clements Co., Philadelphia.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (shaving cream), daily *sp*, 13 weeks, thru J. Walter Thompson Co., N. Y.

Twentieth Century Fox Film Corp., New York (new films), daily *sa*, 52 weeks, thru Kayton-Spiero Co., N. Y.

WOWO, Fort Wayne

Horton Mfg. Co., Fort Wayne (washers, ironers), 160 *ta*, thru Louis E. Wade Inc., Fort Wayne.

Standard Brands, New York (Fleischmann's yeast), 130 *sa*, thru J. Walter Thompson Co., N. Y.

WNEW, New York

California Packing Corp., San Francisco (Del Monte pineapple), 6 *sp* weekly, 4 weeks, thru McCann-Erickson, San Francisco.

Purity Bakeries Corp., Chicago, 3 *sp* weekly, thru Campbell-Mithun, Minneapolis.

U. S. Tobacco Co., New York (Model Pipe tobacco), 30 *sa* weekly, 52 weeks, thru Frank McMahon Agency, N. Y.

Jests Inc., Brooklyn, N. Y. (Antacid tablets), 24 *sa* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

Thomas J. Lipton, Hoboken, N. J. (Lipton tea), 3 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.

Pepsi-Cola Co., Long Island City, N. Y. (soft drinks), 14 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

Sebastiani Wineries, New York, 5 *sp* weekly, 52 weeks, thru Carlo Vinti Adv. N. Y.

KGKO, Fort Worth-Dallas

National Refund Co., Chicago (insurance counsel), 26 *sa*, thru First United Broadcasters, Chicago.

Sterling Insurance Co., Chicago, 260 *sp*, thru Neal Adv. Agency, Chicago.

Crown Can Co., Philadelphia (Stere-Vac corn), 65 *sp*, thru Benjamin Eshleman, Philadelphia.

Foster-Milburn Co., Buffalo (Doan's pills), 260 *ta*, thru Spot Broadcasting, N. Y.

Beaumont Labs., St. Louis (4-Way tablets), 104 *ta*, thru H. W. Kastor & Son, Chicago.

KNX, Hollywood

Grocery Store Products Sales Co., New York (Golden Age Macaroni), 6 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.

Western Federal Savings & Loan Assn., Los Angeles (banking service), 3 *sp* weekly, thru Elwood J. Robinson Adv. Co., Los Angeles.

Washington State Apples Inc., Wenatchee, Wash. (apples), 6 *sp* weekly, thru J. Walter Thompson Co.

Standard Oil Co., San Francisco, 14 *sa* weekly, thru McCann-Erickson, San Francisco.

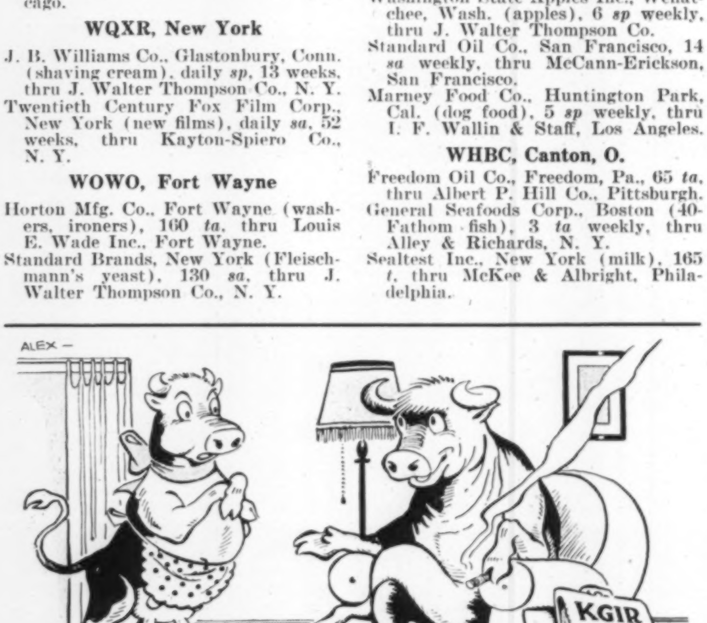
Marney Food Co., Huntington Park, Cal. (dog food), 5 *sp* weekly, thru I. F. Wallin & Staff, Los Angeles.

WHBC, Canton, O.

Freedom Oil Co., Freedom, Pa., 65 *ta*, thru Albert P. Hill Co., Pittsburgh.

General Seafoods Corp., Boston (40-Fathom fish), 3 *ta* weekly, thru Alley & Richards, N. Y.

Sealtest Inc., New York (milk), 165 *t*, thru McKee & Albright, Philadelphia.



"No, No, Mabel! When I say—'It's in the bag!'—I mean a guy can't HELP but sell—over KGIR!"

Pd. Adv.

CFCF, Montreal

Palmer & Son, Montreal (toothpaste), weekly *sp*, 13 weeks, direct.

Dodds Medicine Co., Toronto, daily *sa*, thru A. J. Denne & Co., Toronto.

Canada Starch Co., Montreal (corn syrup), weekly *sp*, thru Vickers & Benson, Montreal.

Thos. J. Lipton Ltd., Toronto (tea), 5 *sa* weekly, thru Vickers & Benson, Toronto.

Tuckett's Ltd., Hamilton, Ont. (tobacco), 5 *sa* weekly, thru MacLaren Adv. Co., Toronto.

Libby, McNeil & Libby of Canada, Chatham, Ont. (canned baby food), 2 *sa* weekly, thru McConnell, Eastman & Co., London, Ont.

Allan's Beverages Ltd., Montreal (soft drinks), daily sa, thru Associated Broadcasting Co., Montreal.

British American Oil Co., Montreal (gasoline), 2 *sp* daily, thru J. Walter Thompson Co., Montreal.

WHO, Des Moines

Pioneer Hi-Bred Corn Co., Des Moines, 157 *sp*, thru R. J. Potts & Co., Kansas City.

Oelwein Chemical Co., Oelwein, Ia. (Occo), 156 *sp*, thru Coolidge Adv. Co., Des Moines.

Western Grocer Co., Marshalltown, Ia. (Jack Sprat food), 312 *sp*, thru Coolidge Adv. Co., Des Moines.

Nutrena Mills, Kansas City (feed), 60 *sp*, thru Ferry-Hanly Co., Kansas City.

Thomas J. Lipton, Hoboken (tea), 130 *sa*, thru Young & Rubicam, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), weekly *sp*, thru Wm. Esty & Co., N. Y.

KPO, San Francisco

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Agency, N. Y.

Flamingo Sales Co., Hollywood (nail polish), weekly *sa*, thru Buchanan & Co., Los Angeles.

Chas. B. Knox Gelatine Co., Johnstown, N. Y. (gelatine), 2 *sp* weekly.

Western Pacific Railroad Co., San Francisco, 6 *sp* weekly, thru Carl C. Wakefield, San Francisco.

Rough Rider Mfg. Co., Napa, Cal. (cords and slacks), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WCMI, Ashland, Ken.

Gas Refrigerating Co., Huntington, W. Va., 6 *sp* weekly, direct.

Standard Oil Co. of Ken., Louisville (Crown gasoline), 14 *sa* weekly, thru Harvey-Massengale, Atlanta.

W. T. Wagner Sons Co., Cincinnati (Lift), 6 *sp* weekly, direct.

Wander Co., Chicago (Ovaltine), 10 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.

Blue Jay Mfg. Co., Huntington, W. Va. (overalls), 3 *sp* weekly, direct.

WTMJ, Milwaukee

Shell Oil Co., New York, 29 *sa*, thru J. Walter Thompson Co., N. Y.

Wander Co., Chicago (Ovaltine), 30 *sa*, thru Blackett-Sample-Hummert, Chicago.

Omar Inc., Omaha (flour, etc.), 15 *sa*, thru Lyle T. Johnson Adv. Agency, Chicago.

Chicago Technical College, Chicago, 2 *sp*, thru Critchfield & Co., Chicago.

KDKA, Pittsburgh

Pacquin Laboratories, New York (cosmetics), 300 *sa*, 52 weeks, thru Wm. Esty & Co., N. Y.

Standard Oil Co. of N. J., New York (Esso gasoline), 2 *sp* weekly, thru Marschalk & Pratt, N. Y.

Chr. Hansen's Laboratories, Little Falls, N. Y. (Junket Quick Fudge Mix), 26 *ta*, 8 weeks, thru Mitchell-Faust, Chicago.

KYA, San Francisco

Life Pensions of U. S. A., Inc., San Francisco (pension plan), 3 *sp* weekly, direct.

California Redwood Assn., San Francisco, 3 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

Radio Advertisers

GROCERY STORE PRODUCTS Co., New York, on Jan. 15 started a campaign for Cream of Rice using participations on three New York stations. The product is promoted six times weekly on the American Institute of Food Products program on WINS; five times weekly on Dr. Shirley Wynne's program on WMCA, and twice weekly on Nancy Craig's program on WJZ. Huber Hoge & Sons, New York, was recently appointed by the company to handle advertising for Cream of Rice.

BENRUS WATCH Co., New York, announced a 35% increase in radio advertising over last year, at its recent sales meeting. The company will continue time signals on a national scale. Agency is J. D. Tarcher & Co., New York.

RALSTON PURINA Co., Toronto (Purina Feeds), started the thrice-weekly transcription *Checkerboard Time* Jan. 29 on CFRB, Toronto; Feb. 5, CKPC, Brantford, Ont.; Feb. 12, CFCO, Chatham, Ont., and CFCY, Charlottetown, P. E. I.; Feb. 19, CFNB, Fredericton, N. B. Account was placed by James Fisher Co., Toronto.

D. L. & W. COAL Co., Buffalo (Blue Coal), started *The Shadow* transcription weekly Jan. 16 on CKCO, Ottawa, and Jan. 18 on CFRC, Kingston, Ont. Vickers & Benson, Toronto, handled the account.

MILLER PACKING Co., Berkeley, Cal. (meats), on Jan. 11 started an audience participating broadcast *Cook Book Quiz* with Art Linkletter as m.c. on KFRC, San Francisco, Thursdays, 10:30-11 a.m. Account was placed through Long Adv. Service, San Francisco.

FENTON UNITED Dry Cleaning & Dyeing Co., Cincinnati, on Jan. 28 started sponsoring for 52 weeks on WKRC, Cincinnati, the news program, *This Week Abroad*, conducted by Joseph Sagmaster, editorial writer for the *Cincinnati Times-Star*. The program, consisting of analyses of the foreign situation, is heard Sundays, 1-1:15 p.m.

NOSS PRETZEL & CONE Co., Cleveland, on Feb. 4 starts the transcribed *Shadow of Fu Manchu* series, produced by Radio Attractions, New York, on WHK, Cleveland, Sundays, 5-5:30 p.m.

LIGGETT DRUG Co., New York, following a successful campaign for its fountain service on Phil Cook's *Morning Almanac* program on WABC, New York, on Jan. 29 renewed the program for the third consecutive time, to promote Rexall products, Monday, Wednesday and Friday, 7:30-7:45 a.m. Neff-Rogow, New York, is agency.

BOSCO Co., New York, on Jan. 29 added a six-weekly quarter-hour news period on WAAB, Boston, to the list of news programs promoting its milk amplifier on a group of eastern stations. Kenyon & Eckhardt, New York, is agency.

BEVERWYCK BREWERIES, Albany (beer), on Jan. 31 started a twice-weekly quarter-hour news period on WICC, Bridgeport, as part of its campaign of news programs running since last May on WBRK, Pittsfield, Mass., and WGNY, Newburg, N. Y. Peck Adv. Agency, New York, is agency.

CHICAGO MAIL ORDER Co., Chicago, has started a thrice-weekly quarter-hour series on WLS, that city, titled *Jane Alden & The Rangers*. Buchanan & Co., Chicago, is agency.

EL DORADO Oil Works, San Francisco (Coconut Meal) which recently placed its advertising with Sidney Garfinkel Adv. Agency, San Francisco, is planning to start in February a spot campaign in Northern California and on foreign language programs, according to Walter Guild, radio director of the agency.

JONES GRAIN Co., Los Angeles (health food stores), through Lisle Sheldon Adv., that city, on Jan. 29 started a thrice-weekly quarter-hour program, *Good Morning to You*, on KMPC, Beverly Hills, Cal. Program features Helen Sawyer, commentator and contract is for 26 weeks. Other radio is planned.

F. J. AIREY Co., Los Angeles (Ko-Nox cold remedy), through W. C. Jefferies Co., that city, is using 18 spot announcements weekly on KMPC, Beverly Hills, Cal., and 12 a week on KYA, San Francisco.

KNOX Co., Los Angeles (Tayton's face powder), is sponsoring daily quarter-hour transcribed musical programs on KRKD, that city, and KMPC, Beverly Hills, and in addition a similar series on XEMO, Tia Juana, Lower California, Mex. Barton A. Stebbin Adv. Agency, Los Angeles, has the account.

After Esso

KYW, Philadelphia, played host to 36 New Year's Day fathers in the studio auditorium early this month, plying them with entertainment by staff orchestra and vocalists as well as a gift package containing, among other things, a week's free Dy-Dee Wash Service, a box of cigars, an Esso glass bank, two press passes to the movie "A Child is Born", a bank account of $5 established by Esso Marketers for the new baby, and a tank full of the new Esso Extra gasoline.

BELEM PRODUCTS Co., Houston (hair lotion), using its first Pacific Coast radio, through C. Church More Co., Los Angeles, on Jan. 29 started a six-weekly quarter-hour recorded series, *Siesta Serenade*, on KMPC, Beverly Hills, Cal. Contract is for 26 weeks. Firm is a heavy user of Texas radio time.

WESTERN PACIFIC RAILROAD Co., San Francisco, has signed a 52-week contract for sponsorship six times weekly of a 15-minute slice of the *Musical Clock*, participating program on KPO, San Francisco. Currently the Western Pacific is advertising its ski excursion offer to Lake Norvell in the Cascades, Northern California, where all sorts of snow sports may be found. The account was placed by Carl Wakefield Agency, San Francisco.

MAHER SHOE STORES, Toronto, operating 52 stores in Ontario, has started sponsoring *Quizz Club*, featuring Roy Ward Dickson, on CFRB, Toronto, Saturdays, 8-8:30 p.m. Associated Laboratories, Long Island City, N. Y., has started two series of thrice-weekly quarter-hour quiz shows with Dickson on CFRB for Kelpamalt Tablets and Blondex Shampoo. Dickson & Ford, Toronto, are handling both accounts in Canada.

UNITED DRUG Co., Toronto (Rexall drug products) has renewed for one year the thrice-weekly spot announcement campaign on 39 Canadian stations from coast to coast. Account was placed by Ronalds Adv. Agency.

Again *first* IN ST. LOUIS

6 OF THE FIRST 7 MOST POPULAR RADIO STARS & PROGRAMS ON KSD

☆☆☆☆☆☆

In the Ninth Annual World-Telegram poll of Radio Editors, six of the seven "firsts" in the high-ranking popularity list are heard on KSD. These six are:

JACK BENNY
"CHARLIE McCARTHY"
FRED ALLEN
BING CROSBY
KAY KYSER'S COLLEGE
BOB HOPE

NBC Red Network

Listeners in St. Louis turn their dial to KSD and leave it there.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

STANDARD BRANDS, New York, has appointed Sherman K. Ellis & Co., New York, to handle all advertising for Royal Desserts. The agency stated that the serial program, *Those We Love*, heard on NBC-Red weekly for Royal Desserts, will continue through the winter, but has announced no further plans. No confirmation of the rumors that more of the company's products would be assigned to agencies other than J. Walter Thompson Co. could be obtained from Standard Brands.

RADIO COLLEGE of Canada, Toronto, has started a spot announcement campaign on a number of Canadian stations. R. C. Smith & Son, Toronto, handled the account.

THRIFTY DRUG Co., Los Angeles (chain), on Jan. 15 started for 26 weeks a weekly quarter-hour transcribed program, *This is Magic*, on five Southern California stations, KHJ KDB KVOE KFXM and KNX. Program features Major Cedric Talisman, who explains the magic of tricks. Agency is Milton Weinberg Adv. Co., Los Angeles.

HOLLYCRAFT INSTITUTE, Los Angeles (weaving looms and knitting yarns), new to radio, as part of a national campaign, through L. Raymond Co., that city, on Jan. 23 started a five-weekly five-minute live talent program, *Hollywood Yarncrafters Guild*, on KMPC, Beverly Hills, Cal. and a similar thrice-weekly broadcast on KFOX, Long Beach, Cal. Contract is for 13 weeks, and program features Irene Wigton, Chicago home economist.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), has started a live show four times weekly on CKAC, Montreal. McConnell-Eastman & Co., Toronto, placed the account.

HANNON'S LABORATORIES (Hannon's Rub), is sponsoring three quarter-hours weekly for 26 weeks on the *Dawn Busters* program on WWL, New Orleans. The program features the staff orchestra, Audrey Charles, vocalist, and Henry Dupre as m.c.

HASKINS BROS. & Co., Omaha and Sioux City (soap), has started the quarter-hour *Trilby Good Neighbor Club* five times weekly on WOW, Omaha. Potts-Turnbull Co., Kansas City, handles the account.

OLIVER FARM EQUIPMENT Co., Chicago, on Jan. 16 started the thrice-weekly quarter-hour *Bulletin Board* series on WLS, Chicago. The early morning show features George Menard in a review of market prices, weather and temperature reports. Placed direct.

JAY HORMEL, president of George A. Hormel & Co., Austin, Minn., and Wayne Tiss, radio director of BBDO, Minneapolis were in Hollywood during mid-January to check on the five-weekly quarter-hour program, *It Happened in Hollywood*, sponsored on CBS by Hormel.

F. G. VOGT & SONS, Philadelphia, on Jan. 15 became the first of five possible participating sponsors of Ed Fitzgerald's variety program on WOR, Newark. The program is heard Mondays through Fridays, 1-1:15 p.m., and the company will receive mention on all programs with a "dominant" commercial for its canned Philadelphia Scrapple on Fridays. Clements Co., Philadelphia, is agency.

H. M. HOLLINGSHEAD Corp., Camden, N. J. (Whiz wax, polish), has started sponsoring a 10-minute daily section of Leroy Miller's *Musical Clock* show for 26 weeks on KYW, Philadelphia. H. B. LeQuatte Inc., New York, handles the account.

CAMPBELL CEREAL Co., Minneapolis (Malt-o-Meal) on Jan. 29 started for seven weeks using participation six times weekly in the combined *Sunrise Salute* and *Housewives' Protective League* programs on KNX, Hollywood. Firm is also sponsoring thrice weekly the transcribed quarter-hour series *Tina & Tim*, on that station. H. W. Kastor & Sons Adv. Co., Chicago, has the account.

NBC Network Sales Representatives gathered in San Francisco Jan. 15-16 to discuss sales plans for 1940. Present (l to r) were: Henry Maas, sales traffic manager, western division, (standing); Tracy Moore, Hollywood; Don E. Gilman, vice-president; Sydney Dixon, sales manager, western division; William Ryan, sales manager, San Francisco; Charles Brown, sales promotion manager, western division and Robert McAndrews, sales promotion manager, San Francisco (standing); Gene Grant, Harry Buchnell, San Francisco, and Glen Ticer, national spot representative, San Francisco. An extensive program for the year was discussed.

HILLCREST MEMORIAL PARK, Cleveland, started Dec. 24 for 52 weeks, the transcribed *Sunday Players* on WHK, that city, and prior to the starting date launched an extensive merchandising and promotional campaign for the series, getting endorsements from all church leaders, regardless of denomination. In addition, the December issue of *Church Management* called attention to the series and starting date with a two-page spread story. Series is produced by Mertens & Price Inc., Los Angeles.

SMART & FINAL Co., Wilmington, Cal. (chain grocery), sponsoring the thrice-weekly quarter-hour program, *Let's Talk It Over*, on KFI, Los Angeles, for the past six months, on Jan. 15 renewed for 26 weeks, and expanded the series to six a week. Agency is Heintz, Pickering & Co., Los Angeles.

O. M. TABLET Co., Pasadena, Cal. (proprietary), is sponsoring a six-weekly quarter-hour live talent hillbilly program on KYA, San Francisco; KFWB, Hollywood, and a similar 15-minute show each week on KFI, Los Angeles. Firm also uses a seven-weekly quarter-hour hillbilly program on XEMO, Tia Juana, and KERB, Rosarito Beach, Lower California, Mexico. Agency is Lou Sterling & Associates, North Hollywood, Cal.

MELVILLE SHOE Corp., New York (Thom McAn shoes), on Jan. 17 started 52-week sponsorship of a 10-minute daily section of Ray Barret's morning *Music Off the Record* show on WDRC, Hartford, Conn.

PURITY BAKERIES SERVICE Corp., Chicago, has appointed Jack Shaw as advertising director.

John Joseph Seitz

JOHN JOSEPH SEITZ, 77, Canadian president of Underwood-Elliott-Fisher, died at Toronto on Jan. 12. He was one of the first in Canada to use radio advertising programs of classical music type, featuring his son Ernest Seitz, distinguished Canadian concert pianist and composer. A self-made captain of industry, he introduced the typewriter to Canada.

JOSEPH BAME, advertising manager of Commercial National Bank & Trust Co., has been reelected president of the New York Financial Advertisers for 1940. Dudley L. Parsons, manager of the publicity department of New York Trust Co., was named first vice-president; Merrill Anderson, head of Merrill Anderson Co., second vice-president; James Rascovar 2d, vice-president of Albert Frank-Guenther Law Inc., secretary, and Charles P. Seaman, Brooklyn Savings Bank, treasurer.

GEORGE A. SCOVILLE, 60, vice-president of Stromberg-Carlson Telephone Mfg. Co., licensees of WHAM, Rochester, died Jan. 13 in Rochester. Death was due to a heart attack following a siege of intermittent fever. He was a director of Radio Manufacturers Association.

WDAF TO DEDICATE NEW STUDIO FEB. 4

WHEN WDAF, pioneer Kansas City station, dedicates its new studios Feb. 4, the NBC Red Network will salute the outlet with a full-hour program to begin at 12 noon (CST). H. Dean Fitzer, general manager of WDAF, and radio editor of the *Kansas City Star*, and NBC President Lenox R. Lohr, who speaks from New York, will make talks.

The new set-up includes a control room with new speech input equipment, audition room and a suite of three new studios. The new studio quarters, covering 26,000 square feet, cost $50,000, and bring WDAF's studio equipment facilities up the standard of its $150,000 transmitting station, completed a year ago on a 55-acre tract just outside Kansas City.

Among the features of the new studios is a single studio large enough for a full symphony orchestra. For the dedicatory program, the 90-piece Kansas City Philharmonic will broadcast from it. New facilities also include the latest in control and acoustical equipment. In addition to the large studio, there is another for general use, an audition room, an enlarged control room and a special studio for announcers, equipped for round-table and forum discussions.

One of the pioneer stations, WDAF began operations on Jan. 15, 1922. The first studio was a burlap-covered room in the basement of the *Kansas City Star* building. In the spring of 1922, regular service began with 22 hours of broadcasting each week.

Tel-Pic Adds Clients

TEL-PIC SYNDICATE, New York, has announced the addition of WFAA, Dallas; WOAI, San Antonio; WJEJ, Hagerstown; WKBV, Richmond, Ind.; WCOA, Pensacola; WALA, Mobile; WQBC, Vicksburg; WCAR, Pontiac, and WIL, St. Louis, to the stations using the Tel-Pic display service plan, raising the total to 65 stations.

FTC Stipulations

STIPULATIONS were received by the Federal Trade Commission Jan. 27 from Vadsco Sales Corp., New York, and General Mills, Minneapolis, to discontinue allegedly misleading representations in advertising Quinlax Cold Tablets and Wheat Hearts, respectively.

GENERAL MILLS, Minneapolis, will sponsor broadcasts of St. Louis baseball games, along with other big league contests, on KRNT, Des Moines, and WNAX, Yankton, S. D., with Gene Shumate handling play-by-play telegraphic reports.

TRANSCRIPTIONS

KASPER-GORDON, Boston, is mailing to prospective clients a new house organ, *In the Groove*, containing latest information on new productions and company activities. In the January issue, two new transcribed programs are announced as available for local or regional sponsorship—*Little by Little House* in 78 episodes, adaptable for use by furniture dealers, department stores and food products, and *My Daughter and I*, quarter-hour program in 26 episodes, featuring Jean Ashley, psychiatrist. The company also announced that Walter P. Downs, in charge of radio for MacLaren Adv. Co., Montreal, has been appointed Canadian representative to handle syndicated transcribed programs. J. Philip Pancoast, formerly of Transcriptions Inc., New York, has joined Kasper-Gordon in the recording and production department.

STANDARD Library Service has announced as new or renewal subscribers KFYR, Bismarck, N. D.; WJAC, Johnstown, Pa.; KOCY, Oklahoma City; KLUF, Galveston, Tex.; WTOL, Toledo; WWSW, Pittsburgh; KTSW, Emporia; WIL, St. Louis.

ARCHIE JOSEPHSON, head of 20th Century Radio Productions, Hollywood production unit, is in New York for conferences with agency and sponsor executives and is scheduled to return to the West Coast by Feb. 15.

ELI OBERSTEIN, head of U. S. Record Corp., New York, was in Hollywood during mid-January to appoint Jack Lee as Pacific Coast manager. The firm will establish a Hollywood office in early February.

HEFFELFINGER RADIO FEATURES, New York, has announced that WTSP, St. Petersburg, Fla., and WTAG, Worcester, have purchased its quarter-hour recorded series *Secret Agent K-7 Returns*, produced in association with NBC Radio-Recording Division.

STAR RADIO PROGRAMS, New York, is preparing for release a one-man transcribed mystery program, available to sponsors in 65 quarter-hour episodes for day or evening adaptation. Titled *Adventures of Dexter Randolph*, the series is written by Burke Boyce, author of Star's *K-7 Spy* series, and was successfully tested late last year on CFRB, Toronto, under the sponsorship of Sweet Caporal Tobacco Co.

STAR RECORD Co., an off-the-air recording organization which will later branch into studio and production work, has been organized at 17 W. 60th St., New York. Telephone is Circle 6-2799. Dorothy Vanston, formerly of Champion Recording Co., New York is in charge of sales.

CBS Constructing Recording Studios

Schudt Also Plans Facilities For Chicago Operations

CONSTRUCTION of offices and recording studios for Columbia Recording Corp., CBS subsidiary, at 799 Seventh Ave., New York, has been started and the company expects to begin production of transcriptions about the middle of March or first of April, according to William A. Schudt Jr., general manager of CRC's newly-formed transcription and commercial record division [BROADCASTING, Jan. 1].

Mr. Schudt, now in New York supervising the installation of these studios, reported that later in the spring, when the CBS studios in the Julliard Bldg. across the street from the network's headquarters are completed, the recording company will also take over the CBS auxiliary studios at 799 Seventh Ave.

Plans Chicago Studios

Meanwhile, as soon as it is possible for him to leave New York Mr. Schudt will go to Chicago to arrange for the installation of similar recording studios in the Wrigley Bldg., in which is also located WBBM, CBS key station.

Asked about plans, Mr. Schudt said that CRC would enter agressively into the field of commercial transcriptions and recordings of all types. He added, however, that at the present this company has no plans for going into the production of a transcription library, but will concentrate on custom-made transcriptions, although admitting that the library field will be studied.

Dolan to CBS Recording

PATRICK Dolan, formerly on the publicity staff of CBS, has been appointed sales promotion director of Columbia Recording Corp., according to an announcement Jan. 29 by Edward Wallerstein, president. His headquarters will be at the record company's plant in Bridgeport, Conn. Before joining CBS last August, Dolan had been in Europe for a year organizing and promoting the sale of Christy wave and other Christy products. Previously he had been in the promotion department of the *Chicago Times* and before that in various advertising positions in Chicago. In his new position Dolan succeeds Ralph Linder, who resigned Jan. 15. Hal Davis, also from the CBS publicity department, has been placed in charge of publicity for the record company. Davis will divide his time between New York and Bridgeport.

Phonograph Record Series

COLUMBIA Recording Corp., Bridgeport, Conn., CBS subsidiary, is currently sponsoring *Columbia Masterworks on the Air*, a program of and for the company's phonograph records, 45 minutes three or five times weekly on WCAU, WEEI, WBBM, WBT, WAPI, KMOX, KNX and WCCO. Company's network series, *Young Man with a Band*, broadcast Fridays, 10:30-11 p.m. (EST) on CBS, will be discontinued Feb. 9, as Nehi Inc. starts *Believe It or Not* in that period on Feb. 16. Plans for a later resumption of the band series, which each week featured a different orchestra, have been discussed but not decided. Ward Wheelock Co., Philadelphia, is the CRC agency.

Studin Heads Star Radio

DANIEL C. STUDIN, formerly vice-president and treasurer of Star Radio Programs, New York, was elected president of the company at a recent meeting of the board of directors. In charge of the script service's operations since the firm's inception five years ago, Mr. Studin was also responsible for Star's acquisition of Universal Radio Programs and for the appointment of All-Canada Radio Facilities as Star's Canadian representative. Before joining Star, he was associated with National Union Radio Corp. The company, which has served more than 450 radio stations in the United States, Canada, Australia, England, France, Hawaii and the Philippine Islands, will continue to specialize in the creation of one-man programs.

Mr. Studin

AGENCY *Appointments*

TUPMAN THURLOW SALES Co., New York (syrup products), to H. B. LeQuatte, New York. No advertising plans made as yet.

WEIMET Co., New York (transparents & water color sets), to Jasper, Lynch & Fishel, New York. Plans spot radio with local dealer tie-ins in late Spring.

BENSON DRY PLATE & CAMERA Co., New York (Pict-O-Graph folder), to Jasper, Lynch & Fishel, New York. No definite advertising plans.

CURTICE BROS. Co., Rochester, N. Y. (Blue Label canned foods), to H. B. LeQuatte Inc., N. Y.

PAYNE FURNACE & SUPPLY Co., Beverly Hills, Cal., (manufacturers of heating appliances), to Gerth-Knollin Adv. Agency, Los Angeles.

JAVA PACIFIC LINE, San Francisco (transportation), to Gerth-Knollin Adv. Agency, that city.

CONNECTICUT STATE Development Commission to Chas. W. Hoyt Co., New York. No media plans will be made before mid-February.

STANBACK MEDICINE Co., Salisbury, N. C. (proprietary), to Erwin, Wasey & Co., N. Y.

SQUIRT Co., Beverly Hills, Cal., (beverages), to Robert-Howard Co., Los Angeles. Radio campaign being planned for late spring.

NATIONAL ORANGE SHOW, San Bernardino, Cal., to be held March 14-24, to Chet Crank Inc., Los Angeles. Radio will be used.

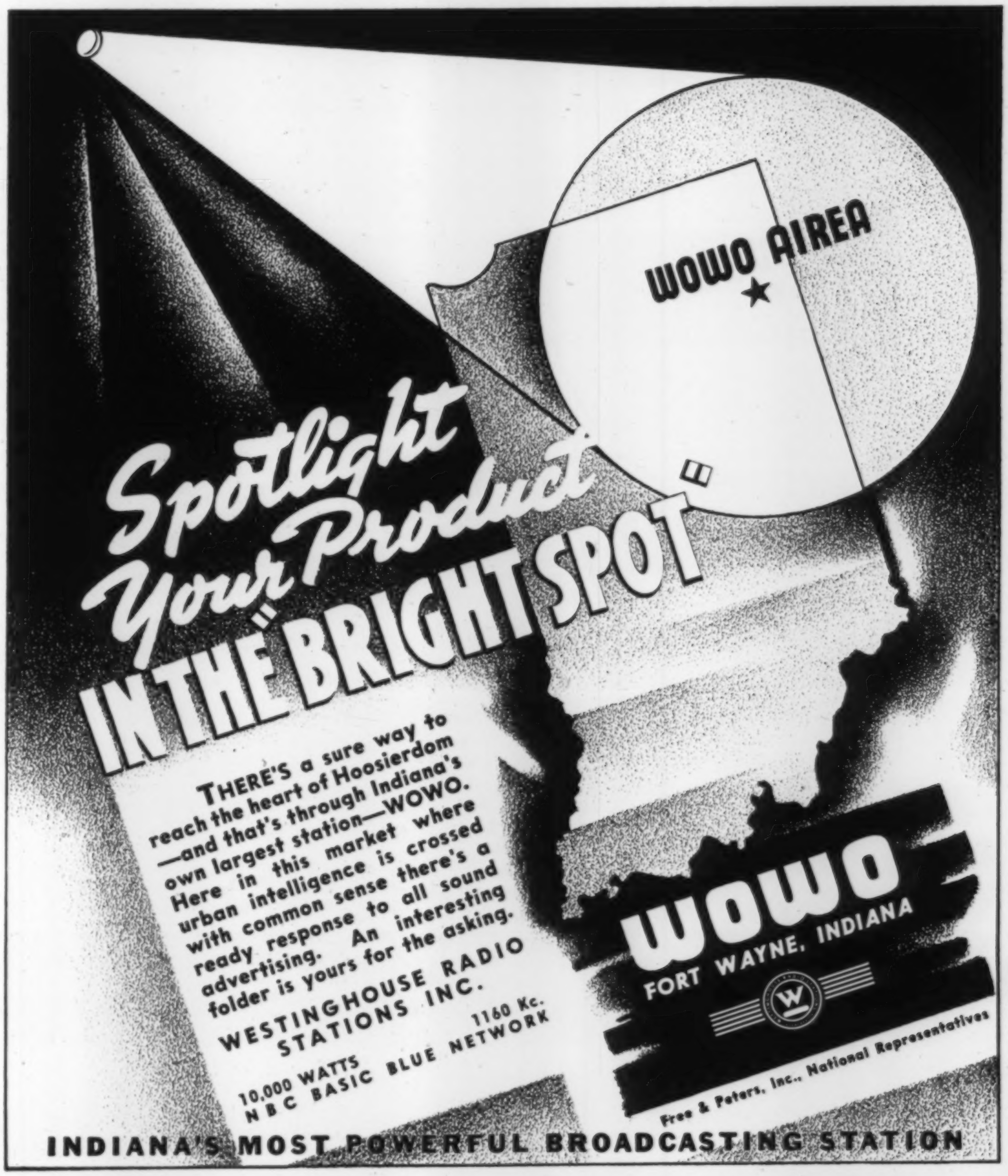
NUTRENA MILLS, Kansas City (feeds), to Ferry-Hanly Co., Kansas City.

CAMINOL Co., Los Angeles (Beacon gasoline) to Logan & Rouse, Los Angeles. May use radio.

CLAYTON & LAMBERT MFG. Co., Detroit, to Holden, Graham & Clark, Detroit.

Stanback in Gotham

STANBACK Co., Salisbury, N. C., on Jan. 29 started daily spot announcements for its headache powders on four New York stations, WHN, WMCA, WOV and WEVD. These announcements will introduce the product in the metropolitan area following extensive use of news, variety programs and announcements on 100 stations throughout the country. Erwin, Wasey & Co., New York, is agency.


WOWO AIREA
Spotlight Your Product IN THE BRIGHT SPOT
WOWO
FORT WAYNE, INDIANA
W

THERE'S a sure way to reach the heart of Hoosierdom—and that's through Indiana's own largest station—WOWO. Here in this market where urban intelligence is crossed with common sense there's a ready response to all sound advertising. An interesting folder is yours for the asking.

WESTINGHOUSE RADIO STATIONS INC.

10,000 WATTS
1160 Kc.
NBC BASIC BLUE NETWORK

Free & Peters, Inc., National Representatives

INDIANA'S MOST POWERFUL BROADCASTING STATION

Future of Television in Lap of FCC

Industry Indicates at Hearings It Wants Go-Ahead Signal

(*Continued from page 27*)

than the manufacturers, Mr. Kesten pointed out that broadcasters must be vitally concerned with the disposition of the standards problem. CBS designated no preferences in advancing the various proposals, he added, stating that the network as a broadcaster believes television probably is not even as far out of the laboratory as indicated in the Television Committee's report.

If television is to become a successful industry, it must some day be delivered from the hands of the engineer to the broadcaster, Mr. Kesten observed. It is possible to perceive the urgent need for experiment and further technical development, he continued, but if indulgence of this factor produces a retarding or abuse of public service, the future must be considered.

The CBS executive estimated that introduction of a second regular television service in the New York area would result in the sale of from 10,000 to 15,000 additional sets during the first year, and by the end of the second year's operation there would be from 30,000 to 45,000 sets in the area. With this growing audience in mind and realizing that the burden would be on them to supply an attractive program service, broadcasters realize that the purchase of sets which might become obsolete within a comparatively short time would incur ill will. Television will supplement but not supplant audio broadcast service, he continued, and the broadcaster must jealously guard the goodwill built up through years of his broadcasting experience, since it is his greatest asset.

If within 10 years television service is established in every U. S. market of 100,000 or more and a set distribution of 30% is achieved, television still will not threaten the stability of audio broadcasting, Mr. Kesten remarked. With television service over the country developed to this point, the growth of the visual audience would deduct only 8% from the audio broadcast audience, he estimated.

Freezing of Standards Is First Suggestion

Among the three definite courses outlined by Mr. Kesten, the first included fixing present transmission standards on the seven lower bands immediately and definitely, freezing them as was done in England, for a stated and adequate number of years, simultaneously allowing television broadcasters to proceed with scheduled programs as contemplated under Rule 4.73 (k).

Less than half the possible elements of a good picture have been developed within the bounds of present standards, he stated. As for "adequate" time, he said CBS believes a 10-year period would be suitable, with the last two years regarded as "the crucial period" during which the matter of sticking to old standards or establishing new ones that might junk all outstanding apparatus would have to be settled.

The period must be long enough, he explained, to permit full development of technical improvements under the present standards; offer a reasonably long-term incentive to the equipment manufacturer and dealer; carry the broadcaster substantially through the years of pioneering losses; give incentive to broadcasters to furnish the best and the most programs possible; offer the public every incentive to buy sets, and give an opportunity for the development and operation of multiple city program relays, i.e., network operation in terms of more than a few cities.

CBS has entered the television field, Mr. Kesten continued, seeing at least 14 years of operation at a loss—seven years at annually increasing loss and then seven years of annually decreasing loss, until finally expense and revenue match. "CBS has bought more than $1,000,000 in television experience so far and is continuing to buy it at the rate of from $8,000 to $10,000 per week, and we haven't any regular program on the air yet," he commented.

The second proposition was to delay both the freezing of standards and the launching of new program schedules, not until ultimate standards can be set but long enough to determine if such flexible standards can be set that any predictable change within those standards will not make wholly or largely obsolete receiving sets designed to anticipate such changes.

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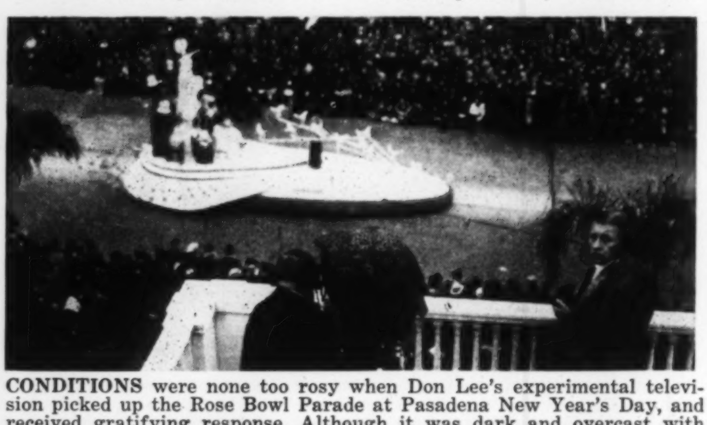

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Future of Television in Lap of FCC

Industry Indicates at Hearings It Wants Go-Ahead Signal

(*Continued from page 27*)

than the manufacturers, Mr. Kesten pointed out that broadcasters must be vitally concerned with the disposition of the standards problem. CBS designated no preferences in advancing the various proposals, he added, stating that the network as a broadcaster believes television probably is not even as far out of the laboratory as indicated in the Television Committee's report.

If television is to become a successful industry, it must some day be delivered from the hands of the engineer to the broadcaster, Mr. Kesten observed. It is possible to perceive the urgent need for experiment and further technical development, he continued, but if indulgence of this factor produces a retarding or abuse of public service, the future must be considered.

The CBS executive estimated that introduction of a second regular television service in the New York area would result in the sale of from 10,000 to 15,000 additional sets during the first year, and by the end of the second year's operation there would be from 30,000 to 45,000 sets in the area. With this growing audience in mind and realizing that the burden would be on them to supply an attractive program service, broadcasters realize that the purchase of sets which might become obsolete within a comparatively short time would incur ill will. Television will supplement but not supplant audio broadcast service, he continued, and the broadcaster must jealously guard the goodwill built up through years of his broadcasting experience, since it is his greatest asset.

If within 10 years television service is established in every U. S. market of 100,000 or more and a set distribution of 30% is achieved, television still will not threaten the stability of audio broadcasting, Mr. Kesten remarked. With television service over the country developed to this point, the growth of the visual audience would deduct only 8% from the audio broadcast audience, he estimated.

Freezing of Standards Is First Suggestion

Among the three definite courses outlined by Mr. Kesten, the first included fixing present transmission standards on the seven lower bands immediately and definitely, freezing them as was done in England, for a stated and adequate number of years, simultaneously allowing television broadcasters to proceed with scheduled programs as contemplated under Rule 4.73 (k).

Less than half the possible elements of a good picture have been developed within the bounds of present standards, he stated. As for "adequate" time, he said CBS believes a 10-year period would be suitable, with the last two years regarded as "the crucial period" during which the matter of sticking to old standards or establishing new ones that might junk all outstanding apparatus would have to be settled.

The period must be long enough, he explained, to permit full development of technical improvements under the present standards; offer a reasonably long-term incentive to the equipment manufacturer and dealer; carry the broadcaster substantially through the years of pioneering losses; give incentive to broadcasters to furnish the best and the most programs possible; offer the public every incentive to buy sets, and give an opportunity for the development and operation of multiple city program relays, i.e., network operation in terms of more than a few cities.

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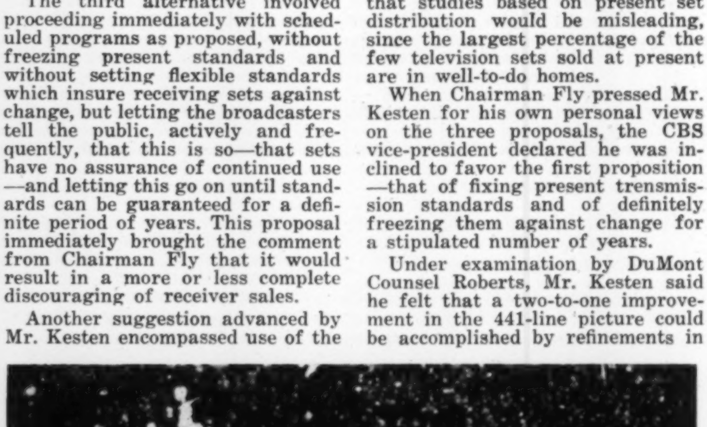

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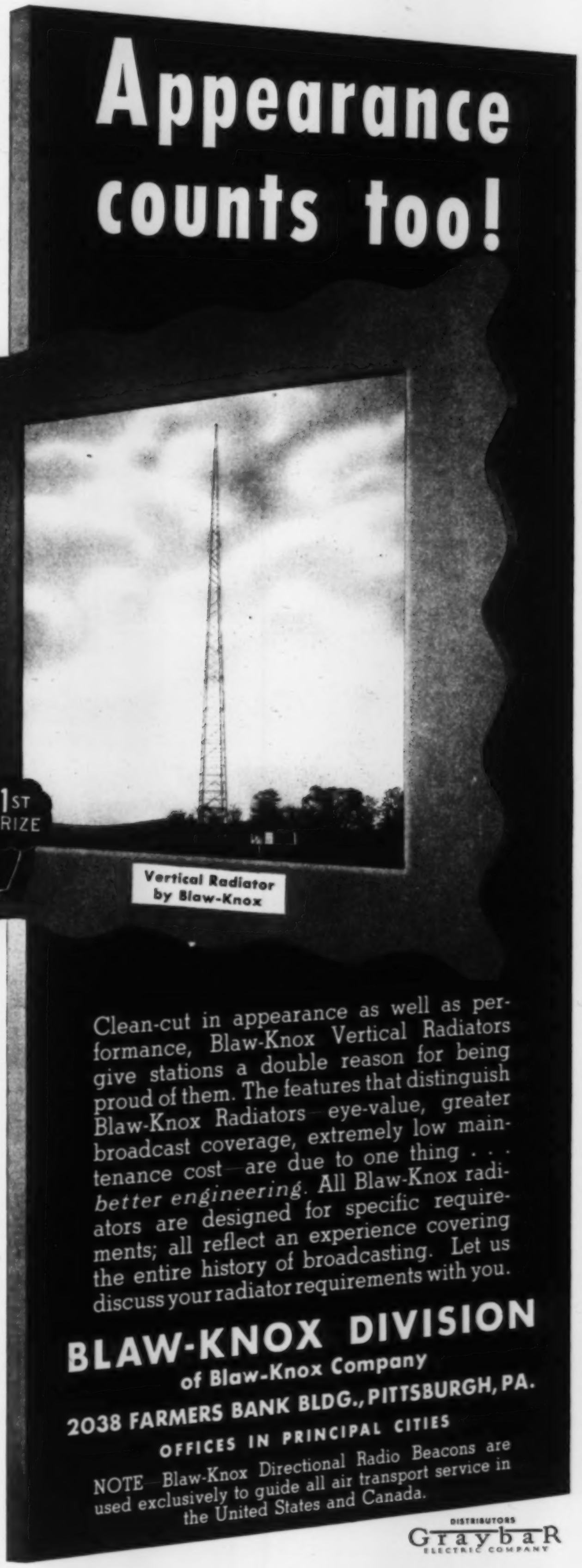

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in RCA and that they were never considered hurriedly.

Asked whether he knew of any technical considerations on the television horizon which might warrant delaying introduction of the visual art as a public service, Dr. Baker replied negatively.

Asked specifically by Chairman Fly why RCA has multiple membership on the various television committees, Dr. Baker responded that the company is in the whole scope of the radio business and that no other manufacturer has representation in broadcasting. Moreover, he declared the best available men are picked for the committee assignments, without favor.

When DuMont Counsel Roberts sought to ascertain whether his client's proposals would be considered in changed standards, Dr. Baker sharply retorted that the matter of standards, in the opinion of the RMA committee, may be considered closed unless the FCC advises other action. He said, however, there was no disposition by RMA to block alteration of standards and that in his opinion the subject of standards can never be considered a finished product. Chairman Fly became critical of the witness when he sought a direct response on the question whether the RMA standards would completely block the DuMont system from going forward. He asked whether the witness felt the standards had been sufficiently crystallized and Dr. Baker asked what was meant by the term "crystallize".

"You're excused," Chairman Fly snapped.

Dr. Baker then sought to explain that he found himself embarrassed because of his post as director of engineering of RMA, which already had adopted the standards, and because of his regular capacity with General Electric. He finally stated that he thought there could be a compromise of the two proposals but he was not familiar with DuMont circuits and the purported advantages of the system.

Tells of Low-Priced Visual Receiver

John C. Bonte, who described himself as a motion picture exhibitor and showman, appeared as a second witness for Cath-Ray Laboratories, marketers of a $100 visual receiver. He said a Cath-Ray set was installed in his home some time ago and that as many as 22 people had witnessed reception of NBC programs on it with enthusiasm. As a "showman", he testified he felt the theatres were "on the spot" and that television will replace a lot of picture houses as well as keep the children off the street. In his own circle, he declared that instead of going to the movies three times a week, people who had access to television reception were going only once a week.

Mr. Bonte said that more programs were needed and declared the quality of NBC transmissions were exceptionally good. The set itself, he declared, required very little adjustment. He testified he had paid $149.50 for the complete set. It was explained by Cath-Ray President Robbins that the base cost of the set was $100 and that the tubes and installation ran the price up to $149.50. He testified this was a regular practice, but Mr. Wozencraft asserted it was not.

NBC's A. H. MORTON
Advertisers want it

RCA Has Six-Foot Picture in Laboratory

Opening the RCA-NBC presentation, Mr. Wozencraft declared that television "is here". He said his company wanted to have the FCC members come to New York and see television at NBC as well as DuMont, CBS, Philco and other systems, and that he also hoped a trip would be made to Camden.

Mr. Wozencraft revealed that at Camden there is now being produced a six-foot picture of 441 lines. He said this was not yet ready for public or industry demonstration but that RCA would be glad to demonstrate it to the Commission. He revealed also that RCA soon will be able to produce a 441-line picture practical for theatre use.

RCA has spent 12 years and $10,000,000 in television experimentation, with 150 people assigned to this developmental work, Mr. Wozencraft said, in giving the proposed FCC rules what amounted to a blank endorsement. He urged limited sponsorship of programs by advertisers, and recognition of the RMA standards. Mr. Wozencraft predicted cheaper sets by RCA.

Calling as his first witness Alfred H. Morton, vice-president of NBC in charge of television, Mr. Wozencraft had the NBC executive give the results of eight months of regular television program transmission by NBC station W2XBS. Mr. Morton said that NBC records indicated there are 2,000 home television sets currently receiving regular program service in New York from the transmitter atop the Empire State Bldg., with a total audience of between 8,000 and 10,000 persons. The television audience, by post card survey, is asked each week for its opinions of the program schedule.

Mr. Morton said 40% of those to whom the weekly program schedules are mailed each Thursday return replies grading each program as poor, fair, good or excellent. After eight months of regular programing from 10 to 12 hours a week, he said it was ascertained that 100% of the audience "look" at least two hours weekly, 87% five to six hours weekly, or about half of the program hours, 60% seven to eight hours, and 21% see the entire schedule of 10 to 12 hours.

Tells Source of Various Programs

Describing in detail the manner in which the program service is rendered, Mr. Morton said that 38% of the programs broadcast are originated in the television studios, 32% are spot news pickups with portable equipment and 30% are regular 35 mm. motion picture film transmission. He said that looker reaction has indicated a strong desire for revival of vaudeville acts. Tumblers, balancing acts, sleight-of-hand performers and others are video favorites, he declared.

Mr. Morton declared engineers advised him that automatic radio relays of television programs, which would make possible networking of television, are technically feasible at this time. He predicted regional networking of television as soon as the art is given the necessary impetus under new rules.

Mr. Morton declared that television, in his opinion, will "stand or fall on what marches across the receiver." He said that while technical standards are important, program quality is the real criterion insofar as the public is concerned. NBC, therefore, meticulously collates and analyzes reports from listeners to ascertain their likes and dislikes.

Television programs are given actual ratings, based on those which are good, average or bad. The general average is slightly over two, out of a possible optimum three, with the best program rated at 2.76. Mr. Morton made the flat statement that advertiser interest in television as an advertising medium is great. He said 67 outstanding firms, representing 16 major industries, have presented 148 different experimental programs, thus demonstrating the efficiency of the service as an advertising medium.

"I am convinced that the adoption of the proposed rules, particularly those permitting limited commercial use of television as an advertising medium, will lead to an immediate improvement in program service," he declared.

Television was described as a combination of sight, sound and motion. Those are also the basic principles of selling, he said. He predicted that the broadcasting industry will go through a slow, gradual and normal transition period with the frontiers pushed back to the point where every station today will offer sight and sound, just as the motion picture a decade back added sound to sight.

Limited commercialization will do nobody harm, Mr. Morton declared. He said that agencies and clients felt the experiments were well worthwhile and desired to continue them. Limited commercial operation points the way to progress in television and will be a tremendous stimulus to development of the art, he said.

Sees Objections to Sharing of Facilities

Responding to Commissioner Craven as to whether television stations in the same area should be required to divide time, Mr. Morton said he felt that licensees might not be able to perform their full public service obligations under such conditions. Special events, such as sports, parades, and "spot news" cannot be scheduled, he pointed out, and a station operating only part-time would not be in a position to handle such events.

Placed in the record was an eight-month summary of operations of the NBC station from April 30 through Dec. 31 last year, along with a discussion of television as a broadcasting service and a business venture. This report broke down in detail the history of W2XBS operations and listener reaction. It was brought out that NBC is spending around $10,000 a week in its experimental television operation and that if overhead depreciation and amortization are included, the figure is more nearly $15,000 a week.

Analyzing indications of advertiser interest in television as an advertising medium, the study revealed that by constantly educating such groups, NBC has a considerable file of information on the advertising potentialities of television broadcasting. Among the accounts which have collaborated in the experimental programs are automotive, clothing, cosmetics, motion picture companies, financial, food, industrial, petroleum, public utility, publishers, household supplies, tobacco companies, toilet goods, and travel organizations, as well as miscellaneous groups. Many of the largest accounts now on the air, through their agencies, have participated in this experimentation.

By allowing the technique of presenting advertising programs to grow hand-in-hand with the technique of presenting sustaining programming, the development of a rounded program service for the public will be created, Mr. Morton explained. This would supplant a "patched-together program fare which could have been the case if television were suddenly to become commercial, without the actual experience in advertising show building over the same length of time as that devoted to the study of sponsored show building." The report on the eight months' observations indicates, Mr. Morton concluded "that a systematic and scientific applicatino has been used to guide television in its development as a broadcast service to the public and as a business venture."

Maximum Stability Urged by Morton

Concluding his testimony under cross-examination Jan. 20, Mr. Morton observed that the maximum stability given the television art today would advance its swift development. He said that although the matter never has been discussed with prospective television sponsors on a dollars-and-cents basis, several firms have indicated their desire to participate in experimental programs and program series.

Pursuing a general inquiry into present costs and probable rates, Chairman Fly, acting in accordance with suggestions by Commissioners Brown and Thompson, asked Mr. Morton to supply estimates on the probable hourly cost to advertisers under limited commercial operation, along with on estimate of what portion of a weekly expense of $10,000 for television operation might be recaptured under limited commercial operation. Chairman Fly also requested from all parties concerned a breakdown of their expenditures in developing visual broadcasting.

Questioned by CBS Counsel Porter, Mr. Morton reiterated his personal opinion that sight-and-sound broadcasting, "through gradual, normal and healthy evolution", will replace sound broadcasting. He added, however, the two would coexist "a good long time", although no definite length of time for the transition could be estimated now.

Responding to Mr. Caldwell, the NBC executive declared approval of limited commercial operation by the FCC would greatly encourage the television art, stating that in his opinion the public would react to the FCC's approval by feeling that the art is ready to perform good public service, and would respond by buying an increasing number of television receivers.

Mr. Morton agreed with Mr. Wozencraft that the demand for tickets to witness studio broadcast performances—reaching as high as 10 to 12 times studio capacity—reflects some measure of the underlying appeals of television. He qualified this view, however, following a dissenting inquiry by DuMont Counsel Robert, by observing that "human curiosity" is unpredictable and that studio performances are not in fact the same as television programs.

Sees Phenomenal Rise If FCC Lifts Bars

Thomas F. Joyce, vice-president in charge of advertising and of television sales of RCA Mfg. Co., followed Mr. Morton on the stand. Mr. Joyce related merchandising problems and possibilities brought out during RCA Mfg. Co.'s eight-month experience in publicly marketing television receivers and predicted a phenomenal jump in set sales if the FCC gives the "amber light" to television.

Since April, 1939, when RCA sight-sound receivers were put on the market for the first time, some 1,500 sets have been sent out by the factory, he stated. Of these, 650 have been sold, 100 are out on loan, and the remaining 750 are in the hands of the 150 dealers in the New York area and others in Los Angeles. Based on the recommendations of these dealers, the problem of increasing set sales revolves around establishing more and better stations, producing and broadcasting more programs, lowering the purchase price of receivers and providing liberal time payment purchase opportunities, he added.

After demonstrating visual broadcasting to about 5,000,000 persons during the last year, at the New York World's Fair and the Golden Gate Exposition and showings in other parts of the country, RCA has been approached by these people with two questions, he said—*What are the chances for a bigger picture?* and *How much will sets cost and when do we get television?*

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Approaching the problem of lowering set costs to the public, Mr. Joyce related, RCA went to its factory engineers and asked if the set now selling for $600 could be produced for $395, the price recommended by dealers. Engineers determined that such a reduction, amounting to more than one-third of the present price, would be possible if production could reach 35,000 sets, he continued. The big production problem from an economic standpoint lies in substituting the factory for the workshop, he added, pointing out that in the last year the cost of manufacturing the cathode ray tube had been cut in half.

Merchandising Test In Group of Cities

With this knowledge in hand, Mr. Joyce continued, RCAM conducted a merchandising test to see whether the public would buy television receivers at the reduced price. A test sales program was carried on for 12 weeks in Newburg, Poughkeepsie and Middletown, N. Y., during which the whole line of RCA television sets was offered at prices reduced correspondingly with the $205 reduction in the largest receiver, he explained. During the 12-week campaign 130 sets were sold, he commented, despite the fact that Newburg, the closest of the three cities, was 60 miles from New York and the actual television service did not have ideal potentialities. However, neither these nor other purchasers have ever claimed intrinsic faults in the operation of the sets, he declared, their only criticisms being predicated on servicing in individual cases.

A merchandising offer of 10% down and 15 months to pay, applied to television receivers, does not amount to high pressure salesmanship, Mr. Joyce commented. RCA engineers would be able to take care of ordinary developments and refinements with only slight alterations or additions to present sets, he added, and in the event of extraordinary developments, bringing any sweeping changes in standards, RCAM would consider calling in outstanding sets for rebuilding and altering at the lowest possible cost.

Based on the results of the three-city sales test, Mr. Joyce estimated an immediate sale of 500 sets per week in the New York market if the FCC gave the go-ahead signal to television. An additional 500 sets per week could be sold in the Albany, Schenectady, Philadelphia, Chicago and Los Angeles markets when television service becomes available, "and it is conceivable that sales would reach 1,000 sets per week by the fall of 1940", he estimated, with at least 25,000 sets sold during the year.

Fly Shows Interest In Set Financing

Mr. Joyce asserted he based his 25,000 set-sale estimate on the availability of program service. If the FCC does not permit limited commercial operation, he declared, he would not want to hazard a guess as to 1940 television receiver sales.

Without naming names, the youthful, energetic RCA advertising, promotion and television executive, said there are "some people" in the industry and outside who are attempting to retard television development "until they can catch up". It was presumed he referred not only to competitive manufacturers, but also to the motion picture industry, which anticipates more than a competitive pinch.

The hearing diverted to a new course when Chairman Fly questioned the financing plan of RCA under which it proposes to sell sets on an installment basis. While no question was raised about the FCC's authority to probe this phase in a legislative hearing, there was a perceptible lifting of eyebrows.

Mr. Joyce, however, offered to supply the Commission with detailed information as to interest rates and the like, explaining that CIT (Commercial Investment Trust) handled this financing. Chairman Fly cautioned both witness and counsel against "long speeches", just as he had cut off other witnesses. He said his interest, and that of the FCC, was to see this new industry get started on

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WCBS
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CENTRAL ILLINOIS COVERAGE

ASSOCIATED WITH ILLINOIS STATE JOURNAL
SEARS & AYER, INC • NATIONAL REPRESENTATIVES

SEND A GROSS OF VELVET OVERALLS!

Nowhere else in the world is there a group that lives so big as the farmers in our Red River Valley! Our people, for instance, purchase 46.8% of all automobiles bought in North Dakota, South Dakota and Minnesota (minus the counties containing St. Paul and Minneapolis).

Yes, sir!—folks live big in and around Fargo . . . and they are practically exclusive listeners of WDAY. You may be surprised to learn how little it costs to contact this market of 1,500,000 eager buyers. Why not look us up—now—in "Radio Rates"?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

a "wholesome, sound basis", and that he felt there should be a full disclosure of what the public is buying, referring not only to financing, but extra costs for antennas, installation and the like.

Counsel Wozencraft agreed with the desirability of full candor in company advertising, but said he felt there should be no pronouncement of policy by RCA on sales and advertising "until we know what our competitors will do".

Predicting that the sale of 25,000 television receivers will increase employment in manufacturing, service and merchandising, Mr. Joyce declared that the reduced prices in the Newburg area were based on that sales volume. With standard $600 receivers being sold for $395, and $400 receivers for $295, he said, the antenna price is approximately $50 but will come down sharply on a production line basis. He predicted also that as set sales increase the price range will be reduced.

Disputing the view that television is a "rich man's luxury", Mr. Joyce said the average annual income of the Newburg purchaser was in the $4,000 bracket.

New Receivers Are Explained

Upon completion of his question-answer testimony, Mr. Joyce was given the green light by his counsel to express any other views he might have on the subject. He started by exhibiting to the FCC RCA's newest product, a camera-size receiver, battery-operated, and to appear in about three months in regular stock lines. Passed to the rostrum, several commissioners tinkered with it, as the witness started a rapid-fire recitation of his concept of television's development. First he predicted that the "camera-type" receiver would ultimately be supplanted by a wrist-watch set, after which Chairman Fry inquired whether he had "any more rabbits" in his hat.

Pittsburgh Press

"Now that all those bowl games are over—don't you think that we can go back to just one radio, dear?"

Harking back to the advent of broadcasting in 1920, when KDKA broadcast the presidential election returns, Mr. Joyce predicted that the inauguration of the next president in January 1941, will be televised and seen remotely by as many people as listened to that pioneer aural broadcast. In 1927, when Lindberg flew the Atlantic, few people envisioned transoceanic air travel of the Clipper ships, but it was the harbinger of that development, he said. Something like the Dempsey-Carpentier fight, which was broadcast, will crystallize and focus attention on television and give it the impetus it needs, he predicted. When Mr. Joyce concluded his inspired commentary with a cryptic "that's all I have to say" there was more than a ripple of applause from the audience. It was the second time during the hearings this had happened—the first having been when CBS Vice-President Kesten had made his presentation. Commissioner Thompson, whose anti-bigness views have been evident, complimented Mr. Joyce for his enthusiasm.

Membership of RMA Committee Clarified

Before Mr. Joyce concluded his testimony Jan. 22 under cross-examination by counsel for other parties in the proceeding, Chairman Fly noted that membership of the General Standards Committee of RMA, as outlined by Mr. Geddes, included 22 members and a chairman, among them four representatives of RCA, three of RMA, two of Hazeltine and one for each of the other members. After the FCC head also had observed that a three-fourths majority was required to approve proposed standards, Mr. Wozencraft observed that the places on the committee were allotted "by our competitors".

Questioning Mr. Joyce, DuMont Counsel Roberts referred to an instruction booklet for RCA television receivers, particularly a passage mentioning the possibility of "a spot in the center and a browning" of the cathode ray tube as it becomes old.

Mr. Joyce answered Mr. Roberts' allusion that because of this possibility the set owner is placed in a precarious position by stating that faulty tubes are replaced without question under the RCA 90-day service and one year guaranty arrangement.

Mr. Roberts followed this by referring to a servicemen's guide published by RCAM, picturing various examples of distortion or non-synchronization, and averred these amounted to shortcomings in present set operation that could be overcome by further refinement and perhaps a change in standards. Mr. Joyce answered, "Our purchasers have no trouble in tuning the instruments."

Responding to CBS Counsel Porter, Mr. Joyce estimated the effect of CBS coming on the air with a second regular television service in the New York area would reflect in the sale of from 10,000 to 15,000 additional receivers, over and above his previous 25,000 estimate based on an expanding single visual service.

Outlines Discounts In Receiver Sales

Queried on trade discounts, Mr. Joyce emphasized that to put television on a competitive merchandising basis with radio, the discount structure must more nearly approach the radio level so dealers would find it worth while to promote television set sales along with other lines, i.e., refrigerators and radios. On a $400 radio receiver, he said, the prevailing 50% and 10% trade discount would make the cost to the wholesaler $180, and to the dealer from $200 to $240, depending on individual wholesaling arrangements. The margin is much smaller for the middlemen with television sets, he pointed out, the customary 40% trade discount making the wholesale cost of a $400 sight-sound receiver $240, and the cost to the dealer about $300.

As for warning the buying public against the possibility of far-reaching change in television receiving apparatus, Mr. Joyce told Mr. Porter that RCA, if necessary, would attach cautioning labels to its sets, but he commented that it wouldn't do any good and remarked that although it is possible to give such warning, "you can't do a selling job against television".

Responding to inquiries into cost factors of receiver and transmitter construction made by Mr. Caldwell and Mr. Lohnes, the RCAM executive said the manufacturing cost for the cathode ray tube, under the projected production schedule of 35,000 sets, would be about $42. With an eye on lowering the sale price of sets, the tube is one but not the only field for possible cost reduction, he added. A 1,000-watt transmitter, with studio equipment and antenna, would cost the broadcaster about $100,000, he estimated.

Countering what he termed "allegations of RCA's domination" in the television field made by Mr. Roberts, Mr. Wozencraft asked that judicial notice be taken of the applications for television CP's made by DuMont for stations in New York and Washington, Balaban & Katz in Chicago, and Television Productions Inc. in Los Angeles. For the record he reviewed statements of financial organization of the various applicants as made in the applications, indicating the interests held by Paramount Pictures in the television field. He explained that he asked notice of these statements because of statements of RCA's "dominating" as "the big bad wolf".

Socony-Vacuum *Renews the News* *on* **WFBL**

BIGGEST CONTRACT *in* SYRACUSE HISTORY

for Second Year!

Socony-Vacuum Oil Company has sponsored six regular news broadcasts every weekday, two on Sunday, and all news flashes over WFBL during the past year. NOW, this—the largest time-contract in Syracuse history—has been *renewed* for 1940.

Socony-Vacuum has proved the tremendous effectiveness of WFBL in reaching Central New York automobile owners. They have found, as have many advertisers, that these automobile owners who set the buying pace for Syracuse and Central New York, prefer to listen to WFBL. These car owners are also most frequently the home owners, too—they are usually the ones who buy more furniture—groceries—drugs—clothes and other commodities.

Profit by the profitable experience of Socony-Vacuum! No matter what you're selling—the quickest, most inexpensive, most effective way to reach—AND SELL—this vast, rich Central New York Market is through WFBL.

For rates and time available write, wire or phone WFBL, Syracuse, or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
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FLASH!

200,000 Boys and Girls in Los Angeles Public Schools Listen to "Voices of Yesterday."
Ask about our School "Tie-in"
IT'S A WOW!
As Usual, Because It's Unusual, It's Produced By

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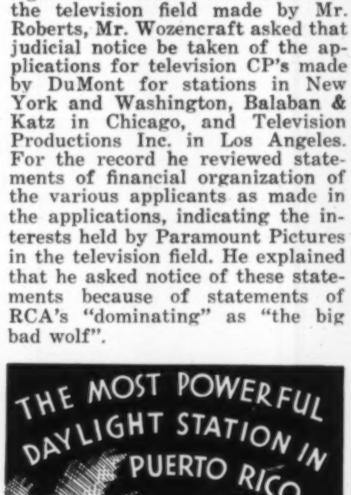

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WNEL covers Puerto Rico and the Virgin Islands

WNEL *San Juan* PUERTO RICO

Mr. Roberts argued that although there was no objection so far as DuMont was concerned, he considered it entirely irrelevant "that a motion picture firm or an automobile manufacturer or a wheat seller" should advance money to a manufacturer of television equipment other than RCA. He pointed out also that certain Class B stock held by Paramount elects only three of six directors and cannot name either the president or vice-president of the company.

Says 15 Frames Permits Flickering

Following Mr. Joyce to the stand, Elmer W. Engstrom, in charge of RCA research in television, discussed various developmental factors in the art. The RMA standards are the result of four years' development, and are "the best obtainable" for present operation, he held.

Speaking of the DuMont general proposal to keep standards flexible and the specific proposal of a 15 frames per second 625-line screen standard, Mr. Engstrom pointed out that using too few frames causes jerkiness of motion and flicker, both of which are undesirable, particularly for viewing by children. Despite use of long persistence screens at 15 frames per second, the resulting images will tend toward flickering and smearing, he commented, stating that in his opinion the pictures at the recent DuMont demonstration were too dim for home use and showed a tendency to smear.

Increasing the number of lines will not counteract flickering resulting from 15-frame reception, since screens and frames are not related in this respect, he declared, adding that at least 24 frames per second, with a field frequency of 48 per second and a steady 60 cycle power source frequency, would be necessary for good reception.

In terms of absolute resolution, home movies are equivalent to about a 600-line screen, he estimated, but entertainment and story-telling potential home television at 441 lines is equivalent to home movies, Mr. Engstrom held. He pointed out also that the RMA 441-line standard is more satisfactory than the 405-line British standard.

A combination receiver, capable of receiving both 30-frame 441-line and 15-frame 625-line images at the turn of adjusting switches, could be built, he thought. The cost would be higher, although not substantially—probably not more than $15 additional on a $300 set, Mr. Engstrom estimated.

Prompted by questions of Chairman Fly, Mr. DuMont explained that in his proposal to amend the RMA standards he did not flatly advance 15 frames per second as the only standard, but rather placed 15 frames as the lowest limit and advocated any combination of frames and screens between 15 and 30 per second and up to 800 lines. Mr. Wozencraft, taking issue with a printed statement of the DuMont amendment proposal, held that the statement was "absolute and conclusive" for the 15-line standard.

Mr. DuMont continued, as questioning turned around him, by pointing out that a motion problem arises as soon as one goes under 15 frames per second, while above 800 lines the available frequency limit is reached. He declared that flicker resulting from the use of a reduced number of frames can be overcome with retentive screens.

RCA's E. W. ENGSTROM
Good as home movies

Compares Advantages Of Antenna Types

When a question was asked from the bench regarding companies engaged in television transmitter, as well as receiver manufacture, DuMont Counsel Roberts said his company is prepared to sell complete transmitters to stations and that it had already advertised to that end.

Mr. Engstrom insisted there was nothing frozen about the RCA standards since a great degree of flexibility is inherent in improvements which can be made. An engineer prefers to build apparatus for a reasonably definite service, he said, though it is possible to make flexible receivers, capable of reproducing different types of visual signals.

Pointing out that the RMA standards provide for horizontal polarization while Philco supported vertical polarization, Mr. Engstrom said it was simply a matter of the proper type of antenna. RMA engineers concluded that the horizontal method was farther advanced. He added, however, that he felt all stations should be required to have either horizontal or vertical and that a dual system should not be invoked.

Responding to Counsel Wozencraft's questions, Mr. Engstrom said he felt that with the 441-line standards it is possible to vastly improve the visual picture and felt Mr. Kesten's estimate of a two-to-one improvement was "conservative". Moreover, he declared, contrast in pictures can be improved, while the half-tone gradation is also susceptible of improvement. The brightness of the received image must be above it, he declared,, and the definition also should progressively be bettered.

Finally, Mr. Engstrom testified that the picture size can be increased greatly. He said this was of major importance and that it can be done without sacrificing quality. He described today's picture as "moderately good" but expected it to get vastly better. This can be done without rendering any receiver capable of picking up the 441 line standard obsolete.

As to size, Mr. Engstrom declared that today pictures are being successfully transmitted in the RCA laboratory of 4½ feet x 6 feet using the 441-line standards. The next step, he said, is a 9 foot by 12 foot transmission, which he declared acceptable for theatres.

In addition to the impending improvements in the transmitted picture, Mr. Engstrom declared a new camera has just been developed of far superior performance and that advances in studio technique also will tend to improve the received picture. The RCA research director concluded the 441-line standard would not freeze development but on the contrary would permit the art to progress more rapidly within the specified limitations.

Mr. Wozencraft precipitated a

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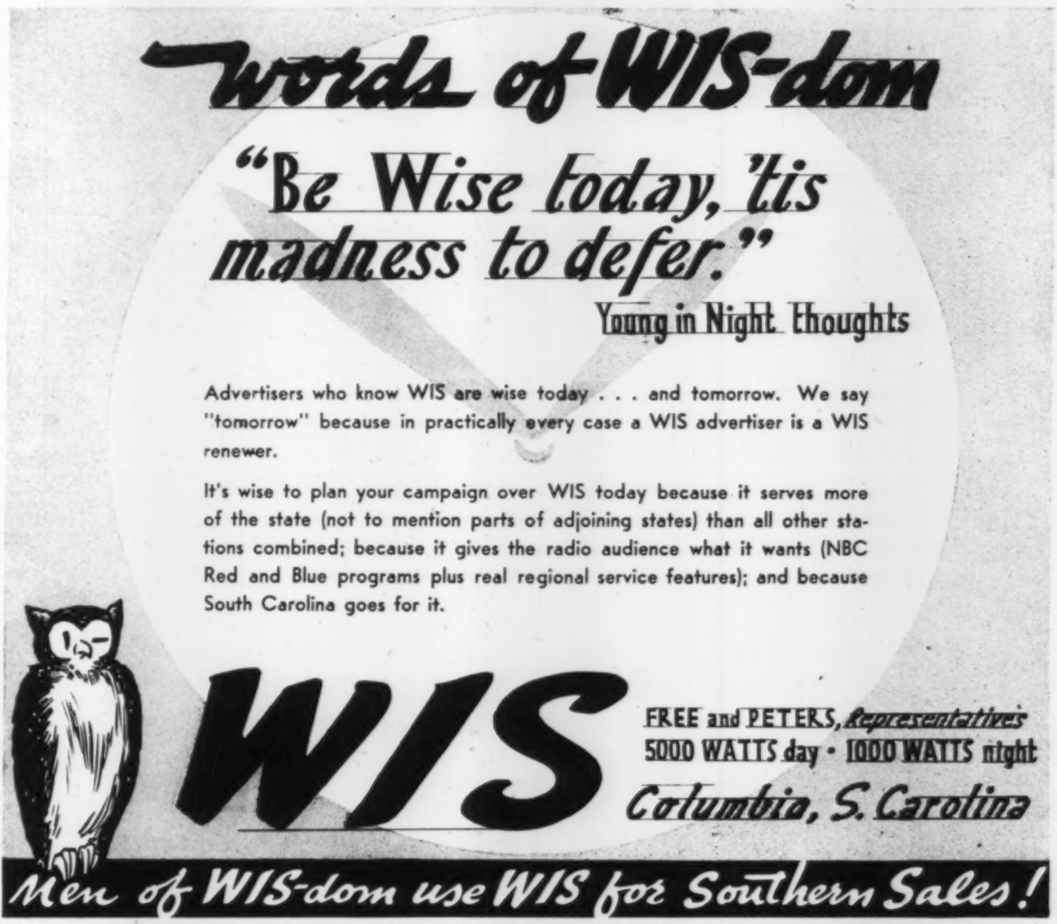

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"Be Wise today, 'tis madness to defer."
Young in Night Thoughts

Advertisers who know WIS are wise today . . . and tomorrow. We say "tomorrow" because in practically every case a WIS advertiser is a WIS renewer.

It's wise to plan your campaign over WIS today because it serves more of the state (not to mention parts of adjoining states) than all other stations combined; because it gives the radio audience what it wants (NBC Red and Blue programs plus real regional service features); and because South Carolina goes for it.

WIS
FREE and PETERS, Representatives
5000 WATTS day • 1000 WATTS night
Columbia, S. Carolina

Men of WIS-dom use WIS for Southern Sales!

Better Showmanship

KDYL

THE POPULAR STATION
SALT LAKE CITY

in the INTERMOUNTAIN MARKET

Representative
JOHN BLAIR & CO.

NBC
RED
NETWORK

furor when he declared that RCA does not ask that standards other than those adopted by RMA be banned. He declared the position of his company was that if the FCC felt it was in the public interest that other methods be authorized, it asked only that it be permitted to proceed according to the RMA standards under limited commercial operation. If that is done, he declared, nothing would be "frozen" and DuMont, for example, might be permitted to go its way.

Chairman Fly declared this view differed from the impression he had received from other RCA witnesses. CBS Counsel Porter said the effect of Mr. Wozencraft's pronouncement would be that manufacturers produce two or three or a half-dozen different types of receivers which might be fine from the manufacturing end but would mean to the television broadcaster that his audience would be divided. DuMont counsel Roberts declared he was "bewildered" since he had gone on the premise that RCA had supported all of the RMA standards.

Following the afternoon recess, Mr. Wozencraft said he desired to clear up the matter by restating the position of his company. He said that RCA believed in the RMA industry standards and thought they were the best devised at this time. He added his company felt there was nothing on the horizon which indicated any need for a change and does not think any other standards are necessary. However, if the FCC feels other standards are essential, RCA will not object to them but on the other hand will seek to put on the market both types of receivers or a receiver adapted to pick up all types of transmission. He reiterated that RCA is definitely and positively behind the RMA standards.

Mr. Wozencraft declared that if the art is to progress as rapidly as it can, "we ought to put into effect promptly the standards that are tried and tested, on Class II stations with limited commercial operation."

Television Relays Used in Experiments

With Mr. Engstrom still on the stand, Commissioner Walker made inquiry regarding the statement of RCA Vice-President Joyce that the next inauguration would be televised. Mr. Wozencraft explained that RCA is experimenting with television relays using the ultra-high frequencies, on channels in the 500 megacycle band. He explained this type of relay transmission is competitive with coaxial cable.

Mr. Engstrom pointed out, responding to Commissioner Walker, that television of the inaugural in 1941 presupposed the existence of this type of ultra-high frequency relay station, with outlets located in a number of cities. The radio relays for television are being employed experimentally at the Riverhead, L. I., station of RCA.

Under cross-examination by DuMont counsel, Mr. Engstrom said he felt that a picture 18 x 24 inches wide was most desirable for home use, as against the 12-inch maximum size picture now employed. DuMont counsel interrogated Mr. Engstrom on papers he had written regarding television in the home and the desirability of large-sized pictures.

Multi-Standards Involve Added Cost

Cross-examination of Mr. Engstrom continued through the morning session Jan. 23. Queried further by Mr. Roberts on the willingness of RCA to manufacture sets capable of receiving visual signals of various standard combinations, Mr. Engstrom declared such a set could be constructed and that it would work no hardship on reception of transmissions using the DuMont system, as alleged by Mr. Roberts, who had pointed to the possibility of RCA building receivers capable of receiving emissions under RMA standards more easily than under other standards. Chairman Fly expressed agreement with the position taken by Mr. Wozencraft, in commenting on this line of examination, that it was not fair to commit either RCA or Mr. Engstrom to future actions.

OVERAWED by the giant of the film "Gulliver's Travels", Fred Mizer, commercial manager of WQAM, Miami, permits this study in contrasts in the shadow of a clump of palm trees. The giant, Dave Ballard, was in Miami for the film's premiere.

Following up a line of questioning advanced by Chairman Fly and Commissioner Craven, Mr. Engstrom stated that if operators and engineers can agree on a certain set of standards, not necessarily arbitrary but possibly flexible, it will be best for purchasers. If this fails, the next best thing is for the manufacturer to build a set as flexible as possible so the listener himself can determine the type of transmission most satisfactory to him, he added. The FCC chairman pointed out in this connection that in addition to the added cost and complexity of a multiple-standard receiver, the added bother of switching to accommodate various transmission standards also should be considered.

Mr. Engstrom's answer to Mr. Caldwell that he could visualize an antenna constructed to receive either horizontally or vertically polarized signals without switching led into a question-answer discussion between them on the relative merits and propensities of vertical and horizontal polarization of signals.

Home Movie Quality Is Present Goal

If the humming factor could be disregarded, with a choice between 24 and 30 frame operation, Mr. Engstrom said he would choose 24 frames because, while general results from a movement standpoint would remain entirely satisfactory with a field frequency of 48, an increase of 10% to 12% in the number of lines could be effected. However, considering the proposition practically, under average conditions and with low-price receivers, there probably would be a deterioration of quality, he added.

Quality comparable to that of the home movie was set as the present goal because of frequency space limitations and because this quality is regarded as good enough for enjoyable entertainment without strain, Mr. Engstrom continued. Apart from refinements within these limits, eventual fur-

1940 SHOW
96% SOLD OUT!

The International Petroleum Exposition is the world's largest single industry show, attracting exhibitors and patrons from every corner of the globe.

Tulsa is the clearing point for billions of dollars of oil money. Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers.

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's Greatest Market with KVOO! 25,000 watts. Unlimited time. Both N. B. C. Networks.

Exhibitor space for the 11th INTERNATIONAL PETROLEUM EXPOSITION, May 1940, with its 20 acres of exhibits, is already 96% sold! This is the World's Fair of the Oil Industry, located in Tulsa, Oklahoma, the Oil Capital of the World.

KVOO
TULSA OIL CAPITAL OF THE WORLD

EDWARD PETRY AND CO., Inc.
National Representatives

*The only full time station in Ohio's 3rd largest market**

WFMJ

(250 watts)

Youngstown Ohio

**Printers' Ink Market Exploration Bulletin, Sept. 29, 1939*

ther improvement would require an increase in frequency space, he said.

Questioned further by Mr. Caldwell, he said RCA had done "a very small amount of laboratory work" with frequency modulation in the television field. The Philco counsel dropped this line of questioning after a single query when it was pointed out by the chair that the entire matter of F-M, as applied to both television and aural broadcast fields, would be discussed at the Feb. 28 F-M hearing.

Commenting on the RMA standards allowing 20% to 25% of carrier strength for the synchronizing signal in television transmission, Mr. Engstrom said he thought that was a strong enough synchronizing signal from an engineering standpoint, although agreeing with Mr. Caldwell that a better and stronger visual signal would result if the whole carrier could be used for the visual signal. He added that lowering the minimum synchronizing signal below 20% would result in unbalance in reception.

As for reducing the cost of television receivers on the market, he remarked that in addition to the cathode ray tube all the special elements in the set peculiar to visual broadcast reception, put on a production basis, would become less expensive and bring a consequent lower price for the whole receiver. He added that he believed television would supplement but not supplant aural broadcasting, and that even though combination sight-sound receivers are built in increasing numbers, a market will remain for plain aural receivers.

Resuming the stand at the afternoon session Jan. 23, Mr. Engstrom said in reply to questions by RCA Counsel Wozencraft that if the FCC decided to follow the suggestions made by Philco and Zenith, it would take at least 18 months for them to crystallize, and delay the start of limited commercial television at least that long. He added that under the RMA standards, progress in his opinion would be far more rapid with limited commercial operation since engineers would have more opportunity to move forward. The outside interest then manifested in television would tend to force development, he declared.

Schairer Outlines RCA Patent Policies

Otto S. Schairer, vice-president of RCA in charge of its Patent Department, was called in response to the request of FCC and outlined in a general way the patent licensing policies of the company. His testimony led to discussion from the bench in connection with license fees charged by RCA for use of its patents by other receiving set manufacturers. Commissioner Thompson, who has several times demonstrated his "anti-monopoly" viewpoint, interrogated Mr. Schairer closely on so-called "monopoly" aspects of the policy.

Responding to Mr. Wozencraft, Mr. Schairer reiterated testimony of previous RCA witnesses regarding the desirability of limited commercial operation and of use of the RMA standards. He said it would accelerate research and development in the field and in no wise would tend to "freeze" the situation. RCA, he declared, has sought to develop the best inventions and make them available to others in the art and industry. When members of the Commission began to delve into the RCA patent structure, Mr. Schairer revealed for the first time that for its general receiving set manufacturing licenses RCA, effective Jan. 1, had reduced the royalty payments from 5% to 2¼% of the selling price of the receiving set to the distributor. The royalty on television patents for transmitter manufacture will be 6% of the selling price after a number of basic deductions. The terms of the contract, he said, are substantially the same as those covering other RCA patents.

Both Chairman Fly and Commissioner Thompson sought to ascertain whether RCA licensed use of individual patents or required a blanket license at the 2¼% royalty. Mr. Schairer explained that the license was in the nature of a blanket authorization and that the question was moot, since no licensees sought to procure other than a general license.

Licensees Prefer Blanket Permission

Commissioner Thompson asked whether the proposed RMA standards covered any of the basic RCA television patents and Mr. Schairer said he thought that "several" were affected but he had never made the actual breakdown. He was asked to produce this data for the record. When Philco Counsel Caldwell asked that the data also cover patent applications pending, Mr. Wozencraft said there was no objection if this information could be supplied the Commission confidentially but that it would prefer not to publicly reveal data on pending patent applications.

Mr. Schairer said he felt a manufacturer could not produce a competitive commercially acceptable receiver without using from 10 to 25 of the several thousand patents covered under an RCA license. He estimated that possibly 2 to 5% of these patents were "basic".

When Chairman Fly asked why a blanket license was issued, Mr. Schairer reiterated that no one ever had applied for a single patent and that apparently all licensees prefer to derive the benefit of present and future developments of RCA, covered by the licenses. He said there is an implied recognition on the part of licensees of the validity of the RCA patents but that it could not be construed as admitted. Placing in the record the new license form for receiving set manufacture, Mr. Schairer explained that while the rate on receiving sets is reduced to 2¼%, the rate on tubes remains 5%. He said that in isolated instances applications for RCA patent licenses have been rejected largely because of lack of financial responsibility or kindred reasons. RCA collected approximately $2,000,000 in receiving set royalties last year, he testified.

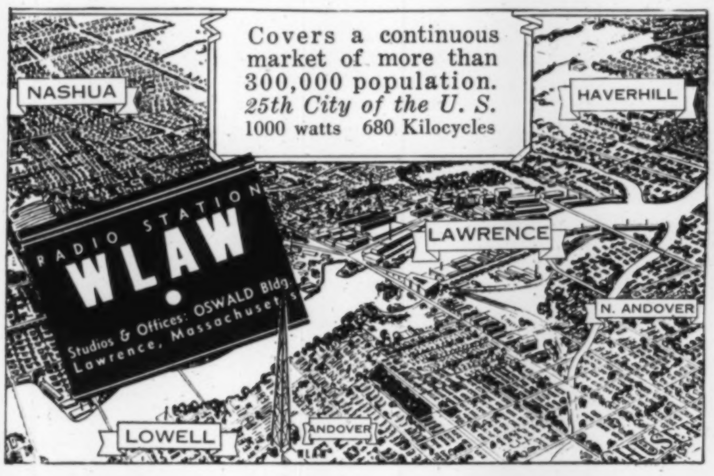
When Commissioner Thompson pursued the question of monopoly, Mr. Schairer declared that it is not the policy of RCA to attempt to assimilate all patents in the art. He said he felt the 2¼% royalty was very moderate.

Mr. Schairer declared that RCA

WILDCAT AMUCK
WSGN Staffman Drops Mike And Beats Retreat

JOE FORD, announcer of WSGN, Birmingham, Ala., on Jan. 11 was handling a remote from the Pantages Theatre, where Calvert the Magician was appearing. During an interview, the magician told Ford he had just returned from a hunting trip in the Florida Everglades with a live wildcat — and pointed to a cage in a corner of the dressing room. Ford turned to describe the cage and animal for his radio audience. As he did, the wildcat broke from the pen.

Ford mumbled a hasty "We return you to our studios", dropped his microphone and along with the magician beat a hasty retreat through the dressing room door— which, in their haste, they left open. The wildcat followed and for 30 minutes turned the theatre upside down. Finally a group of firemen and police, armed with tear gas and a lasso, captured the animal.


Covers a continuous market of more than 300,000 population.
25th City of the U. S.
1000 watts 680 Kilocycles
NASHUA
HAVERHILL
RADIO STATION
WLAW
Studios & Offices: OSWALD Bldg. Lawrence, Massachusetts
LAWRENCE
N. ANDOVER
LOWELL
ANDOVER

THE NORTHWEST'S LEADING RADIO STATION

KSTP

MINNEAPOLIS & ST. PAUL, MINN.

Soon

50,000 WATTS

N B C BASIC RED NETWORK

5000 WATTS NIGHT and DAY

Authorized For

WDAE

TAMPA

FLORIDA'S PIONEER RADIO STATION

AFFILIATE, COLUMBIA BROADCASTING SYSTEM

REP. THE KATZ AGENCY

OWNED, OPERATED BY TAMPA TIMES CO.

sought to avoid discrimination in dealing with manufacturers and that it believed in a policy of uniformity. He made this statement after Chairman Fly observed that apparently RCA patent trading was on a "put up or shut up" basis. Regarding patent arrangements with Farnsworth, Mr. Schairer testified that RCA pays a license fee to that company and that Farnsworth in return has an RCA license for set manufacture, covering both regular sets and television.

Mr. Schairer declared RCA receives in royalties what amounts to approximately 12c from the public on a set retailed at $10 and 16c to 18c on one retailing at $20. It receives about $1 on a $100 set, he declared. Against this, he pointed out that RCA expended for research in 1939, including its television field tests, an aggregate of $1,750,000. In 1938 the figure was $1,500,000. All told RCA has expended in excess of $10,000,000 on research and development with the primary return from the royalty percentages plus whatever benefits the subsidiaries derive on their own manufacture and use of these patents.

When Commissioner Thompson asked point-blank whether RCA had not used its patents in an effort to "monopolize the industry", Mr. Schairer emphatically responded negatively. He said this was refuted by the very existence of so many licenses. He also pointed out that Mr. Howland, as witness for Zenith, had testified that the RCA licensing policy was entirely fair.

Status of DuMont Negotiations Discussed

Commission Counsel Bauer in cross-examining Mr. Schairer said Mr. Farnsworth had testified before the Federal Monopoly Committee that in order to manufacture television receivers, either RCA or Farnsworth licenses covering their respective patents were essential.

DuMont Counsel Roberts inquired whether DuMont could be licensed under RCA patents and the RCA executive said there had been negotiations to that end. Mr. Roberts, however, contended that RCA wanted to procure from DuMont rights under some 50 patents held by his company before it would license DuMont to make receivers under RCA patents. When Chairman Fly asked whether the situation was one wherein DuMont wanted only a limited field whereas RCA desired the whole field, Mr. Schairer said he doubted whether the negotiations had been carried on to such a point.

Philco Counsel Caldwell, in cross-examining Mr. Schairer, asked whether he knew that Philco pays more to RCA under the 2¼% royalty basis than it did under the 5% patent. He responded affirmatively. When Mr. Caldwell asked if RCA had pending patent applications which would tend to force the use of RMA standards, Mr. Schairer said he was not familiar with this situation but that in any event such information would fall in the competitive category. Mr. Caldwell asserted Philco had spent a million dollars on general research last year and that while Philco was licensed under RCA patents, RCA did not hold a Philco license.

RMA Standards Favored by Farnsworth

Philo T. Farnsworth, vice-president and director of research of Farnsworth Television & Radio Corp., took the stand Jan. 23 upon completion of the RCA case to state clearly the position of his company. Examined by Edgar Martin, secretary of Farnsworth, the 34-year-old television inventor said he felt the present RMA standards would expedite and give television research a definite purpose. The industry would know where it is headed and research could be better directed, he declared. The standards, he said, would tend to freeze development in a sense but not limit the art. On the contrary, he contended the art would be promoted. With that impetus, Mr. Farnsworth declared he felt the art could progress rapidly in research and commercially.

Decreasing the picture rate, as proposed by DuMont, is undesirable, Mr. Farnsworth declared, because no one has demonstrated how to accomplish this without lowering the quality of the picture. When Chairman Fly pointed out that the English systems used fewer frames, Mr. Farnsworth said it nevertheless had more flicker than he would like.

Development during the next few years under the recommended standards would not make present sets obsolete, Mr. Farnsworth declared. He agreed, however, that the sets would be depreciated in their value as the art progressed. He advocated immediate adoption of the standards to permit television to get underway.

Mr. Farnsworth said that the RMA Standards Committee had completely disregarded patent considerations in its deliberations. He said flatly that in his opinion television is "ready for the public."

PHILO T. FARNSWORTH

"Ready for the public"

When DuMont Counsel Roberts inquired whether he was interested in retrieving some of his investment in television research, Mr. Farnsworth responded affirmatively. He said he thought the time had arrived when it was possible to introduce the visual medium.

Armstrong Asks Delay Pending F-M Study

Prof. E. H. Armstrong, prime mover in frequency modulation, told the Committee Jan. 23 that he was not opposing development of the television art but had filed exceptions pertaining to the allocation rules. Pointing out that he had predicted at the June 1936 hearings that frequency modulation would be the new method of broadcasting, he said he felt the development of the past few years had amply justified this observation.

Until the full story of F-M is known, Major Armstrong said he hoped the Commission would not consider "the possibility of freezing the channel allocation." He said that he felt that if television is going to amount to anything, it must use the higher frequencies and that the lower bands should be left for F-M. F-M, he declared, is "now ready to go and television is not."

Chairman Fly asked the noted inventor whether his position did not

AKRON
One of America's Richest Markets
Roger W. Babson predicts 1940 business for Akron to surpass even 1929 peak.
WJW
"THE VOICE OF AKRON"
•
Representatives
Headley-Reed Company

NEW ENGLAND'S
Favorite
Cold Weather Tonic
GENE AND GLENN
NOW AVAILABLE IN THESE SHOWS:
GENE and GLENN'S FAMILIAR ROUTINE
MONDAY THROUGH FRIDAY 5:30 - 5:45 P. M.
LENA'S TATTING CLUB
WEDNESDAY and FRIDAY 7:45 - 8:00 P.M.
JUNIOR QUIZ
SATURDAY 5:30 - 6:00 P. M.
WESTINGHOUSE
WBZ
WBZA
51,000 WATTS
BOSTON and SPRINGFIELD
MASSACHUSETTS
PROGRAMMED BY NBC

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

WBNX 5000 WATTS
NEW YORK
The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH
WBNX's new design antenna concentrates its allotted power where 6,982,635 foreign citizens reside — influencing their listening and buying habits.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE
WBNX NEW YORK
5000 Watts Days—1000 Watts Nights

amount to a request that the ultra-high frequency allocation not be frozen until the story of F-M is told at the hearings, scheduled for Feb. 28. Major Armstrong agreed. He made a plea that the lower television channel in the 40 megacycle band be assigned to F-M, and that television be permitted to expand in the upper channels where there is more space available.

Appearing as the final witness was Mr. Martin, on behalf of Farnsworth. He made a brief statement regarding the policy of Farnsworth and declared that licenses for use of its patents were available to all companies on an equitable basis. He said he felt the patent situation in no way would prevent any qualified organization from entering television.

Chairman Fly suddenly wound up the hearing after asking attorneys representing respondents whether they preferred oral arguments or filing of memorandum briefs. First, however, he suggested the advisability of appointing a committee representing the various manufacturers to seek to agree on television standards and to bring to the Commission "a unanimous decision." He said the Commisison would seriously consider this proposition. Mr. Wozencraft, however, declared that if the Commission decided upon such a course, he would prefer to see a definite time limit placed on such deliberations, lest the art be further retarded.

The view among the respondents appeared to be that such a committee would find it extremely difficult to bring in a unanimous report, since the RMA Committee, which was viewed as representative of the industry, sought for four years to devise standards and then reached only a compromise plan.

Attorneys for the various respondents were asked to submit their memorandum briefs summarizing their position not later than Jan. 29.

Wesson in Arizona

WESSON OIL & SNOWDRIFT Co., New Orleans (Blue Plate mayonnaise) has started a thrice-weekly quarter-hour morning program, *To the Ladies*, on Arizona Network (KOY KTUC KSUN KGLU). Program originates from KOY, Phoenix, and is directed to housewives. Jack Williams and Marlene Ayres conduct the series.

It's Gay in St. Louis

For five years the voice of Carol Gay has entered St. Louis homes with a message for women. Today "Carol Gay" is the foremost feminine name in St. Louis radio. Her "This Woman's World" brings to KWK listeners in the Nation's 9th Market, five times weekly, a colorful and varied quarter hour of news and comment on subjects important in the world of women. Miss Gay presents in an interesting and entertaining manner the woman's side of the news, comments on fashion and the stage, reviews books and interviews visiting celebrities.

Miss Gay's programs SELL. Five years in radio with a background of sales promotion work for one of the country's leading department stores lend an unusual sales intelligence to her program.

"This Woman's World" is now available for sponsorship. Call the Paul H. Raymer office. Pd. Adv.

NBC OFFICIALDOM in Chicago turned out en masse Jan. 15 to witness the first broadcast of *Radio Neighbors*, featuring home economist Eleanor Howe, on Jan. 15. Also on hand were a number of Chicago women who took part. Included (l to r) are Mrs. William Fribley, president of the Housewives' League of America; S. N. Strotz, NBC Central Division vice-president; Mrs. Lyle W. Bryant, Chicago housewife; Harry Kopf, NBC network sales manager; Miss Howe, stirring up a batch of cookies; Emmons Carlson, NBC sales promotion manager for NBC.

RADIO NEIGHBORS

Chicago Series Serves as Information Bureau

DIFFERENT is the slant of a new home economics program titled *Radio Neighbors*, which started Jan. 15 on WENR, Chicago. A five-weekly half-hour series, *Radio Neighbors* is conducted by Eleanor Howe, home economist.

Aired from Miss Howe's kitchen apartment at 900 N. Michigan Ave., the series is designed as a kind of *Town Meeting of the Air* plus a homemakers' information bureau. For listeners in the Chicago area a special bureau has been established so they may call any time of the day and consult with experts on daily problems of running the house.

Home devices and decoration ideas will be reported on the program and housewives will be interviewed. Daily cash prizes are offered for solutions to household problems, recipes and home decoration ideas. Format of the show will vary from day to day, and one day each week guests will participate in a quiz show and spell-down. Leaders of women's organizations are also featured.

It is understood the show will be offered for participating sponsorship. The first broadcast Jan. 15 was attended by prominent Chicago social and educational club leaders, NBC officials and executives of Lord & Thomas, NBC agency.

KSCJ SIOUX CITY IOWA

The JOURNAL

5000 WATTS DAY

1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

NBC Photo Exhibit

FIRST SALON of radio photographs, totaling 43 portrait prints devoted exclusively to radio subjects and personalities of NBC, were exhibited during the week of Jan. 18 on the fifth floor photographic section of R. H. Macy & Co., New York department store. NBC photographers represented included Ray Lee Jackson, William Haussler, Sidney Desfor and Charles Van Bergen.

McClatchy Drops Tests Of Facsimile Apparatus

ASSERTING that facsimile "cannot become a commercial success until several important corrections are made in the recorder" and until a recorder can be sold the public at a reasonable figure, Guy C. Hamilton, general manager of the McClatchy newspapers and radio stations in California, announced Jan. 18 that his stations had discontinued facsimile experimentation as of Jan. 1.

Pointing out that he had suggested to RCA last April that specific changes be made, he declared the company apparently has been tied up with other developments and has not continued with experimental work at Camden. A strong advocate of facsimile as a supplementary medium for newspapers, Mr. Hamilton said he will again address a convention of newspaper editors and publishers in New York this April, coincident with the American Newspaper Publishers Association convention on the "final story of facsimile."

He indicated that McClatchy stations were only temporarily abandoning the experiments and that if, as and when the suggested changes are made, he proposed to resume experimentation. Mr. Hamilton, during his experiments, introduced "general facsimile" by using a single frequency at Sacramento and relaying the signals from KFBK in that city to KMJ in Fresno.

WLOK, Lima, O., on Jan. 28 joined NBC as a supplementary outlet of the Red network, making a total of 182 NBC affiliates. Station is offered at an evening hour rate of $60.

"Don't You Overlook the WOMEN of Peoriarea"

—Says JESSICA McFARLAND, *Director of Women's Activities, WMBD*

"At least half of those 600,000 people we reach regularly are women — and you'll find their interests are well covered on our daily program".

All Kinds of Families to Make This Market

There are the women who help their husbands farm this rich "Heart of Illinois" land—and the women who pack lunches for their men to carry to the many large factories and plants in this busy area. About as many of one as the other—and that makes for a BALANCED market—big farm income—big payrolls. It means big results, too, for advertisers who go after this 600,000 market through the ONE radio station that covers it all thoroughly. That's . . . . WMBD. Is it on your list?

NATIONAL REPRESENTATIVES

Free and Peters, Inc.

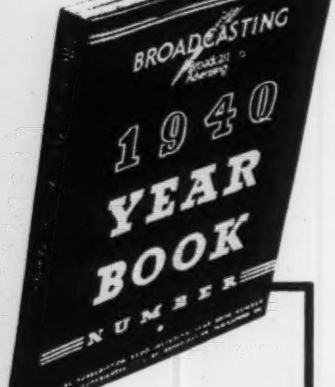
TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER C B S NETWORK

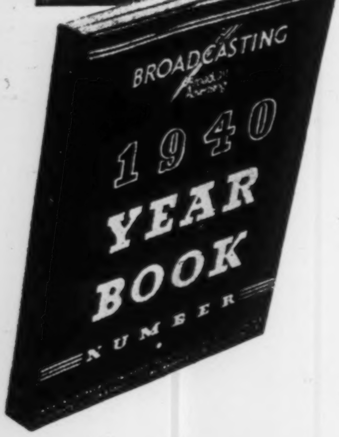
WMBD

PEORIA, ILLINOIS



If you're an advertising agency executive or radio advertiser you'll want your personal copy of the 1940 Yearbook Number. It's full of new features, of improved old ones, of vital interest to you.

**OUT
EARLY
IN
FEBRUARY**



Agencies

ROBERT BRAUN, radio director of Small Co., Hollywood talent agency, has resigned to join Edington & Vincent, that city, in a similar capacity. He succeeds George Rosenberg, who resigned some weeks ago to join Columbia Management, Hollywood. The first day in his new position, Braun was rushed to Cedar of Lebanon Hospital, Hollywood, for a major operation.

REGGIE SCHUEBEL, time buyer of Biow Co., New York, on Jan. 12 was married to John H. Bullard, president of Bulova Watch Co., New York. Miss Schuebel is continuing her position at Biow.

DICK MARVIN, New York radio director of Wm. Esty & Co., was in Hollywood during mid-January for conferences with Joe Donahue, coast manager.

BRYAN HOUSTON, manager of the San Francisco office of Young & Rubicam, left recently for an extended vacation in Honolulu.

ARMAND DEUTSCH, executive in the New York office of McKee & Albright, on Jan. 18 married Benay Venuta, actress and conductor of a weekly variety program on MBS, at Sherry's in New York.

CHARLES MICHELSON, distributor of Speedy-Q sound effects and Porto-playback machines and in charge of his own radio production firm, has been appointed radio director of Norman A. Mack & Co., New York. Mr. Michelson will handle the agency's radio programs and promotion work in addition to his other activities.

JOE DONAHUE, Hollywood manager and radio director of Wm. Esty & Co., has recovered from injuries received Jan. 17 when he was struck by an auto near the CBS studios in that city.

J. C. BRIDGEWATER, formerly of Blackett - Sample - Hummert, Chicago, and more recently of Joseph Katz Agency, Baltimore, has joined H. W. Kastor & Sons Adv. Co., Chicago, as an account executive.

JAMES J. FREEMAN, former account executive of Erwin, Wasey & Co., New York, has been appointed director of media of St. Georges & Keyes, New York.

JOHN LEE BURTON, formerly secretary and treasurer of Baker, Gordon & Burton, New York, has joined Norman D. Waters & Associates, New York, as space buyer.

JOHN HALLORAN, New York playwright and radio writer, has joined the Hollywood staff of Young & Rubicam to alternate with True Boardman on original plays and adaptations for the CBS *Silver Theatre* series, sponsored by International Silver Co.

ROBERT ALLAN, formerly of Robert F. Dennis Adv. Agency, Los Angeles, has been appointed radio director of Howard Ray Adv. Agency, that city. Sibyl Mathers has also joined the agency as director of client's premium department. She was formerly with Milton Weinberg Adv. Co., Los Angeles.

RICHARD F. SHELDRICK, formerly of Federal Adv. Agency, New York, and Richard Neff, formerly of BBDO, New York, have joined the copy department of J. M. Mathes, New York.

JACK SCOTT, of Schwimmer & Scott, Chicago, has returned to his desk following a three-week vacation tour of Mexico.

AL WHITLOCK of Benton & Bowles, Hollywood legal department, has been transferred back to the agency's New York offices.

McDOUGALL & WEISS, Chicago agency, and Max A. Geller, New York agency, have started a new firm called Weiss & Geller Inc. Mr. Geller was formerly a partner of the Lawrence C. Gumbinner Agency. The firm's Chicago office has been moved to 400 N. Michigan Ave., and its New York office is located at 540 Fifth Ave.

SAM PIERCE, actor, writer and producer, has been appointed radio director of Raymond R. Morgan Co., Hollywood agency. He is directing *Dealer in Dreams* and *Spelling Beeliner*, sponsored by Los Angeles Soap Co. on CBS Pacific network, as well as other radio shows.

LOGAN & ROUSE, Los Angeles, announces addition of Jerry Arnold as a vice-president. Other additions to the staff include Harry Brinckman, as production manager and space buyer, and Duncan Jennings, formerly writer and account executive of KTAR-KVOA, Phoenix-Tucson.

GORDON B. CASTLE, in radio and other media for 20 years, has joined the staff of Aircasters Inc., Detroit agency.

ALVIN A. SAMUELS, formerly in the classified department of the *Jewish Daily Forward* and previously with the *New York Times*, has been appointed director of radio advertising of Sternfield-Godley, New York.

WALTER S. BEANS, formerly head of Beans Adv. Agency, Denver, has joined the copy department of Milton Weinberg Adv. Co., Los Angeles.

PAUL V. FUNK, formerly in the London office of Erwin, Wasey & Co., as supervisor of research activities, has been appointed director of research in the agency's New York office. Mr. Funk joined the agency in 1927 as director of research in the Chicago office.

T. S. STRONG, formerly president of his own advertising agency, T. S. Strong Co., has joined Ivey & Ellington, Philadelphia, as vice-president.

R. F. (Bob) McKEE, radio director of Culbreth Sudler Co., Los Angeles, has resigned to form his own agency under the firm name of Robert-Howard Co., with offices at 412 W. 6th St., that city. His associate is Howard H. Helmick Jr. The firm will specialize in radio accounts.

CAMPBELL-EWALD Co. of New York about April 1 will move to new quarters, occupying two floors of the new 20-story U. S. Rubber Co. Bldg., last unit of the Rockefeller Center development, at 1230 Sixth Ave., New York.

HARRY TORP, account executive of Sherman K. Ellis & Co., New York, has been promoted to space buyer.

BARTON A. STEBBINS, head of Barton A. Stebbins Adv. Agency, Los Angeles, went to New York in late January.

JOHN DAVIES, of the radio department of Schwimmer & Scott, Chicago, is the father of a boy born Jan. 19.

WALES ADV. Co., New York, on Jan. 22 moved its offices to 580 Fifth Ave. New telephone is Lackawanna 4-1800.

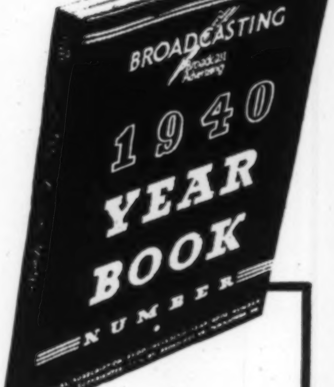
WEST & ASSOCIATES, Glendale, Cal., agency, has moved to 816 W. Fifth St., Los Angeles.

J. M. HICKERSON, New York, on Jan. 27 moved its advertising agency offices to 110 East 42d Street. New telephone is Murray Hill 3-7426.

MADELINE CHASE, of Schwimmer & Scott, Chicago, was married to Charles Seiple Jan. 26.

Gosch Gets Award

FIRST radio award of the Authors' & Psychologists' League, New York, was presented Jan. 23 to Martin Gosch, former producer of CBS and now doing freelance work, for his direction of *A Drink of Water* by Wilbur Daniel Steele, presented last summer during the Columbia Workshop Festival.



. . . . Every subscriber to BROADCASTING gets the 1940 Yearbook Number, the everyday desk directory of the business of broadcasting.

**OUT
EARLY
IN
FEBRUARY**

BROADCASTING
Broadcast Advertising
1940
YEAR
BOOK
NUMBER

BROADCASTING's sixth Yearbook Number is 50 pages bigger than last year, carries more new features (particularly valuable to radio advertisers and advertising agency executives) than ever before.

OUT EARLY IN FEBRUARY

Reps

WBAB, Atlantic City, has appointed Headley-Reed Co. as its national advertising representative, effective Feb. 1, date the station expects to begin operations. Owned by the *Atlantic City Press Union*, WBAB will be the CBS outlet in Atlantic City, with a network base rate of $100 per evening hour.

PHILIP FUSS, formerly with WOR and WMCA, New York, and more recently with Radio Attractions, has joined the New York sales staff of Furgason & Walker, station representatives.

RADIO ADVERTISING Corp., national representative firm, has been appointed representative of WING, Dayton, O.

GERALD H. GUNST, recently named vice-president of the Katz Agency, national representatives, has been appointed manager of the firm's Chicago office. Paul Ray, former Chicago manager, has resigned and has announced no future plans. Mr. Gunst has been a member of the company's New York sales staff for the last 10 years.

KFKA, Greeley, Col., has appointed Howard H. Wilson Co. its exclusive Pacific Coast representative.

SPACE & TIME Service, representative for both publications and radio stations, has been organized with offices at 655 Fifth Ave., New York. Irving Horowitz, with a background in the publication field, is managing director of the new firm, which currently serves a number of publications.

GEORGE W. BRETT and Gerald H. Gunst of the Katz Agency, New York, have been appointed vice-presidents of the station representative firm.

Radio Quiz Panel

Mr. Shaw

A QUIZ panel on radio advertising with questions submitted by junior advertising executives, will be a feature of the second annual fifth district conference of the Junior Pacific Advertising Clubs Assn., to be held in Los Angeles Feb. 24. Leo B. Tyson, vice-president and general manager of KMPC, Beverly Hills, Cal. will lead the discussion, with agency executives participating. William D. Shaw of the CBS Hollywood public relations division, is chairman of the conference, which will be attended by junior advertising executives from all parts of Southern California.

Forjoe's Bureau

NATIONAL FOREIGN Language Broadcasting System has been formed by Forjoe & Co., New York, station representatives, to provide a central point for placing business and as a bureau of information for advertising agencies and national and regional advertisers using foreign language programs in the United States. Headquarters of the System are at 19 West 44th St., New York, telephone Vanderbilt 6-5080. Live programs and transcriptions are available to advertisers in Polish, Italian, Jewish, German and other languages at special group-rates.

Sherman and Marquette Acquire Ownership of Benton & Bowles-Chicago

OWNERSHIP of all interest in Benton & Bowles-Chicago Inc. has been acquired from Benton & Bowles Inc., New York, and Edward Aleshire by Stuart Sherman and Arthur F. Marquette, well-known Chicago agency figures. The firm is now known as Sherman & Marquette, with offices in the Palmolive Bldg.

Mr. Sherman has been president of the Chicago agency for some two years, having resigned as vice-president of Pepsodent Co. to take the post. Mr. Marquette has been vice-president and treasurer of the agency. Active in the firm at one time had been William B. Benton, who relinquished his high agency connections to become vice-president of the University of Chicago.

Mr. Marquette

Mr. Sherman

It was stated that Benton & Bowles, New York, a separate entity which continues in existence, sold its share in the Chicago business because of problems involved in soliciting new accounts competitive to established accounts.

Entire personnel and accounts of the firm are retained, with the accounts representing an annual billing of $3,000,000 and including Colgate - Palmolive - Peet (Cashmere Bouquet soap and cosmetics, Colgate tooth powder and shave creams, Halo shampoo, Vel Fine fabric suds); Sterling Products (Dr. Caldwell); Griesedieck - Western Brewing Co. (Stag beer); Quaker Oats Co. (commercial feeds, Farina cereal); Fitger Brewing Co. (Nordlager beer).

Weill Forms Agency

NORMAN WEILL, former president of Weill & Wilkins, New York, which recently filed dissolution papers, has formed a general advertising agency, Norman Weill Inc. at 247 Park Ave., New York. Telephone is Plaza 5-3213. Max Friedman, formerly of Weill & Wilkins, is treasurer of the new agency, but no other personnel nor details on accounts have been released. Berne W. Wilkins, Mr. Weill's partner in Weill & Wilkins, has joined National Classified Adv. Agency, Youngstown, to handle the Air Conditioning Training Corp. account, a former Weill & Wilkins account.

F. H. Hayhurst

FREDERICK HEDLEY HAYHURST, 69, president of F. H. Hayhurst Co., Toronto and Montreal agency, died in Toronto Jan. 12 after a lengthy illness. Born at Kincardine, Ont., he had lived in Toronto since 1910, when he became associated with the late E. A. Baker of the Baker Adv. Agency. He served as vice-president of this company for 17 years and after the death of E. A. Baker in 1928 formed his own agency. He is survived by his widow and two sons, George F. and W. Palmer Hayhurst, who are executives of F. H. Hayhurst Co.

Do you know your BROADCASTING subscription includes the big new Yearbook Number and the 38½" by 26" improved Radio Outline Map of the United States, Possessions and Canada?

OUT EARLY IN FEBRUARY

WAVE DOESN'T YODEL IN ALPINE (Ky.)!

Yah, chances are better than good that WAVE'S music won't "yump" all the way to Alpine, Ky. We just simply can't give entertainment to all the hills and valleys of Kentucky. But *boy!*—we *are* giving it to the Louisville Trading Area, home of the *million* best buyers in this section! Let our data book tell you the rest of the story. You'll be *surprised!*

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Purely PROGRAMS

TO BRIGHTEN its news periods, KOIL, Omaha, uses quotes from people in the news—in their own voices. The quotations are taken from recordings of recent speeches by well-known figures, or if the person passes through or visits in the city, the KOIL special events department transcribes a 60 or 90-second statement by him on the spot. The selected remarks are cued into the news period, but are used only when they actually constitute timely, newsworthy statements. In one week KOIL carried short quotes by Admiral Claude Bloch, retiring Navy chief; Alexander Woollcott; Senator Tom Connally and Maj. George Fielding Eliot.

* * *

For Veterans

WORKING with the 4th and 5th districts of the American Legion, covering the Twin Cities, KSTP, St. Paul, has launched a "veterans' benefit" as an integral part of its *Sunrise Roundup* program, heard daily except Sunday at 6 a.m. Hospital visitation committee chiefs of both districts make appeals for books, games or knitting material to be distributed to disabled veterans in the U. S. hospital at Fort Snelling and others elsewhere in the State. Part of the donations also go to the old soldiers' home and other veterans' homes.

Funnyboner's Tips

THE two-minute gap following an afternoon transcribed serial is used by WOWO, Fort Wayne, Ind., to plug other programs on the station schedule, with Jay Gould, billed as *The Funnyboner*, chuckling through a humorous story from the day's news and tying up the conclusion of the story with the program being pushed. For instance, a news story of a love-sick swain who talked to his girl for an hour and four minutes — long distance — and then couldn't pay the toll, was tied in with the characteristic scrapes of Henry Aldrich in the *Aldrich Family*, heard on the station.

* * *

Before the Fete

SERIES of eight programs, titled *Come to New Orleans*, started on WWL, New Orleans, on Jan. 11 and to run until Mardi Gras time to promote the famous fete. The series, including both dramatizations and interviews, describes points of historical, civic and commercial interest in the city, with a special broadcast on Mardi Gras Day. The station is also planning to cover the Mardi Gras celebration itself with various remote broadcasts, including descriptions of major functions.

* * *

Kitchen Queries

SPECIAL Saturday morning feature in conjunction with *May I Suggest*, daily woman's feature sponsored on WHO, Des Moines, by a flour company is *Kookery Kwiz*. Each week two teams of women, chosen from Parent-Teacher groups, church organizations, lodges and civic clubs, American Legion Auxiliary etc., compete in answering questions—some silly, some humorous and some serious—all pertaining to cooking.

* * *

Semi-Pros

KIEV, Glendale, Cal., has started a weekly half-hour variety show, *Stars of Tomorrow*, which features semi-professional talent ambitious to make a mark in radio. Different well-known radio and film artists are presented as guests on each program which also includes the station's new 8-piece staff orchestra directed by Henry Brainard. Earl (Pat) Patrick is producer and m.c.

CBS CLAIMS its recent broadcast was the first ever made from the floor of the New York Stock Exchange. John Reed King, special events reporter, interviewed Exchange members, who explained in detail how the securities market operates.

* * *

Moose Jaw Flubs

IN CONJUNCTION with *This Language of Ours*, conducted on CHAB, Moose Jaw, Sask., by Ernest Smith, local school teacher, listeners are invited to send in their complaints of mispronunciation on the part of network or CHAB announcers. In addition to generally discussing slang and pronunciation of English words, Smith analyzes the alleged mispronunciations listed by listeners.

* * *

Historic Arkansas

BOTH narrations and dramatizations of incidents in Arkansas history are presented on *Radiographies*, sponsored on KARK, Little Rock, by Gilmore Paint & Paper Co. The historical program, heard Mondays, Wednesdays and Fridays at 10 a.m., is tuned in by a local high school history class as part of its curriculum. The feature is written by Ewing Canaday, KARK announcer.

* * *

Favorites Revived

OLD DANCE TUNES are played on a new Sunday morning show titled *Dancing Through the Years* recently started on WAAF, Chicago. The half-hour show is designed to answer the question of what becomes of old-time dancing favorites.

Roses, too, are familiar—
and always enjoyed

Appropriately named, WSAI's early morning show is called "Cover Pullers."

This 6 to 8 A. M. program features the familiar things Cincinnatians like. As music. As easy humor. As time and temperature and weather reports. And news—lots of it.

The unique is not found in this show—except that, like roses, its familiar qualities are appreciated.

Write or wire today for details on this low cost participating program.

THE NEW WSAI...*Cincinnati's Own Station*
REPRESENTED BY INTERNATIONAL RADIO SALES . . . NEW YORK . . . CHICAGO . . . LOS ANGELES . . . SAN FRANCISCO
O

1000—S-T-R-E-A-M-L-I-N-E-D—Watts
(Daytime)
WCAP
"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

Bingo Quiz

ILLINOIS MEAT Co., Chicago (Redi-Meat), on Feb. 19 will start an audience participation quiz program, titled *Broadcast*, on 5 MBS stations, Mondays, 8-8:30 p. m., with Dennis Wood as m.c. and music by Harold Stokes and his orchestra. Listeners will be asked to identify prominent persons, places or events from clues presented on the program, using score sheets made available through local dealers in Redi-Meat. Persons filling in one row of squares may compete for $25 in cash by completing a slogan, two rows for $50, three rows $75, and four rows, $100. Also 250 $1 prizes will be awarded each week. Neisser-Meyerhoff, Chicago, is the agency.

* * *

Tips on Golf

REGULATION golf clubs and balls are used in the studios of KFDA, Amarillo, Tex., for *Golf Tips*, weekly radio golf lesson conducted by Walter Sikes, local professional. A large net catches the balls as Sikes clicks off various shots to illustrate his tips. KFDA also has started a new feature, *Have You Seen America?*, presenting motorist-eye views of the Southwest, written and broadcast thrice-weekly by Frank DeWolf under sponsorship of a local lumber firm.

* *

Canadian Scrapes

NEW half-hour feature, *What Would You Do?*, built around various situations in which an individual might find himself, has started on a three-station hookup of CFRB, Toronto; CFCF, Montreal, and CKCO, Ottawa, under sponsorship of Canada Starch Co., Toronto. Members of the studio audience are asked what they would do under each circumstance. Cash prizes go to listeners outlining usable stations as well as to participants for best solutions.

* * *

Conzelman Calling

FORD dealers of Greater St. Louis have started a new five-weekly series, *Universal Musical Sports Roundup*, featuring Jimmy Conzelman, recently resigned football coach of Washington U, on KMOX, St. Louis. Conzelman, well known for his sports articles in national magazines, handles commentaries on famous sports personalities and on each program calls at random several St. Louis telephone numbers, requesting answerers' favorite songs. The musical requests are furnished by Ruth Hulse Nelson, Betty Nord and Bob Preiss.

Radio's Latest ***"NATURAL!"***
Radio's Newest ***IDOL!***
THE ADVENTURES
of
DEXTER
RANDOLPH

One Man Production!
15 Minute Live Program!
Amazingly Low Price!
Available Now!

★ ★ ★ ★

STAR RADIO
PROGRAMS, Inc.
America's Leading Script Service
250 Park Ave. New York City

Local Group Seeks Salisbury Facility As FCC Closes Record in WSAL Case

WITH revocation of the license of Frank M. Stearns, operator of WSAL, Salisbury, Md., regarded as probable following his admissions of "inaccurate statements" in making his original application in April, 1937, a new Salisbury corporation, Peninsula Broadcasting Co., on Jan. 23 applied for a construction permit for a new station using WSAL's present facilities on 1200 kc., 250 watts unlimited. Meanwhile, with the record closed in the show cause hearing insofar as the FCC revocation action is concerned, the FCC on Jan. 25 granted a temporary extension of license to Mr. Stearns pending final decision on the revocation order of Oct. 24, 1939.

Officers of the new corporation include: President, John W. Downing (10% of stock), banking commissioner of the State of Maryland and president of the Delmarva Mortgage Co.; vice-president, William F. Allen (7.14%), nurseryman and banker; secretary, Albert W. Wood (2.86%), secretary of Maryland Tax Commission; treasurer, John T. Holt (4.29%), oil man and bank director.

Record Closed

The record of the hearing on the revocation order, which has run intermittently through a full month, was closed Jan. 18 to enable the FCC to proceed with final disposition of the revocation phase of the case. Although no word has been said regarding further disposition of the various angles uncovered in the case, it is thought certain the revocation matter will be settled first, and then subsequent criminal actions, if any, turned over to the Justice Department for prosecution.

All through the proceeding, which started Dec. 18, there has been much conjecture among Washington radio operators and lawyers regarding possible criminal actions and disbarment proceedings. Conflicting testimony has made the case, beyond its license revocation considerations, peculiarly confusing. Particularly cloudy, since definite allegations are made on one side and emphatic denials on the other, is the origin of $10,000 in cash on deposit in a Washington bank at the time of the construction permit hearing April 26, 1937, and withdrawn a few days later [BROADCASTING, Jan. 1, 15].

FCC questioning, handled by Commissioner Brown, who presided at the hearings, and George B. Porter, assistant general counsel, proceeded along a line supplementary to the actual revocation consideration to determine whether actual ownership of the station, both at the time of the original application and subsequently, lay in a person or persons other than the licensee, Mr. Stearns.

Among principal figures identified in the proceedings, in addition to Mr. Stearns, are Glenn D. Gillette, Washington consulting engineer who was shown to have supplied actual construction funds for the station and now holds a $25,000 mortgage on it; James W. Gum, attorney representing WSAL at the time of application and until late in 1939, who is alleged to have rounded up the $10,000 used to back up the application, which he denies; and former Senator Clarence C. Dill, with whom Mr. Gum is associated in legal practice in Washington.

In its later stages the hearing took up Senator Dill's disposition of several large sums of cash in his hands at about the time of the WSAL application in April, 1937. Both Mr. Gum and Senator Dill made general denials of any financial participation in securing a license for the Salisbury station.

On the other hand, Messrs. Gillette and Stearns, along with various other casual witnesses, ranging from Mrs. Gillett down through office associates and bank officials, entered testimony purporting to show a link between Attorneys Gum and Dill and the financial background of the station.

The Northwest's Best
Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-
PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

Johnson Night

GOV. HAROLD STASSEN of Minnesota complimented all the Johnsons of the Northwest as he talked to Ching Johnson, coach of the Miller hockey club, and Rollie Johnson, WCCO sports commentator, at Johnson Night, a hockey event in Minneapolis Jan. 24 originated by Rollie Johnson. Ching was presented with a car from the Johnsons; Rollie with a bull calf, and Johnsons from all over the Northwest won trophies for being the tallest, the shortest, the oldest, the heaviest, the prettiest Johnsons present. Over 5,000 Johnsons filled the Minneapolis Arena in WCCO's second annual Johnson Night.

HERE'S YOUR
SPORTS
STAR
JACK
STARR

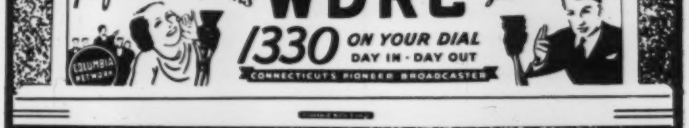
★ Outstanding sports announcer, now available. Past year commercial contract 50,000 watt WTAM, Cleveland. Address Box A657, BROADCASTING.

WDRC
HARTFORD, CONNECTICUT

A **50-WORD** ANNOUNCEMENT
ABOUT SOME ADVERTISING OF OUR OWN

To THOUSANDS of car owners (with auto radios) on Connecticut's well-traveled roads, billboards advertise WDRC's product: — preferred programs and latest news.

Strategically located, they also remind both listener and time buyer that WDRC, Hartford, is Connecticut's station — serving the best part of the state. Write for new rate card.



Ohio Broadcasters Elect Verne Pribble President

VERNON H. PRIBBLE, manager of WTAM and the Cleveland division of NBC, was elected president of the Ohio Broadcasters Association at a semi-annual meeting of the organization in Columbus Jan. 26. Felix Hinkle, general manager of WHBC, Canton, was elected vice-president and B. A. Manring, WHKC, Columbus, secretary-treasurer. Mr. Pribble, manager of WTAM since 1934, was active in the formation of the organization in 1935. Purpose of the association is the consideration of mutual radio problems relative to the Ohio area and the maintenance of an attorney at Columbus to advise members of proposed state legislation pertaining to the industry. The organization now includes 22 Ohio radio stations.

Mr. Pribble

Supreme Court Broadens FCC Power

(*Continued from page 16*)

Court Jan. 27, the Department of Justice and the FCC reiterated previous contentions of the regulatory authority that radio competition is essential and that the FCC is under no duty to protect licensees of existing stations from competition in passing upon applications for a new station.

The Commission's brief, which will be answered by WKBB through its counsel, Louis G. Caldwell and Reed T. Rollo, bore the signatures of Francis Biddle, newly-appointed Solicitor General, and Richard H. Demuth, special attorney, for the Department of Justice. For the FCC, the brief was signed by General Counsel Dempsey, Assistant General Counsel Koplovitz, Robert M. Cooper, assistant to the general counsel, Benedict P. Cottone and Harry M. Plotkin. The three last named are new to the FCC, and it marks their first participation in broadcast litigation.

Dubuque Grant

The FCC advised the court in its brief that on Jan. 20, 1936, the *Telegraph-Herald*, Dubuque daily, filed an application for a new station to operate daytime hours only in that city and at the hearing WKBB intervened on the ground that there is insufficient advertising revenue available in Dubuque to support an additional station. On July 2, 1937, the Commission granted the application of the *Telegraph-Herald*, following which WKBB appealed. On Jan. 23, 1939, the Court of Appeals reversed and remanded the Commission's decision on the ground that an issue of "economic injury to an existing station through the establishment of an additional station" is sufficient to furnish proper grounds of contest on appeal, and that the Commission erred in failing to make findings on the issue.

The Commission contended that the Communications Act does not require it to consider competition from a new station and that it does not purport to confer upon the Commission jurisdiction over the business of radio station licensees. The purpose of the Act, it held, is to issue allocation in the public interest of the limited number of frequencies available.

"But the Act confers on the Commission no jurisdiction whatever over the business in connection with which the transmitting equipment is used. The licensee is free to carry on his business as he chooses and, if the public is to be protected from abuses which may result from such economic freedom, that protection must be found in the effects of competition. The decision below compels the Commission to prevent free competition and, at the same time, leaves it without statutory power to correct the abuses incident to unregulated monopoly."

The Commission said it has never denied a license to one otherwise qualified on the ground that his competition may injuriously effect an existing licensee.

The Public Interest

Pointing out that the statute makes no distinction between a radio broadcast station and any other type of station, such as amateur, ship, police, etc., the Commission said it has no greater power to regulate the activities of a broadcast station than it has to regulate the business of persons operating sea-going vessels, airplanes, or other radio licensed services. The Commission therefore, it contended, is chiefly concerned with having the available frequencies put to the most beneficial use from the standpoint of the public. Because the demand is usually far greater than the supply of available frequencies, the Commission must select licensees who are best qualified to serve the public interest.

"The Commission is not authorized to regulate the business of selling radio advertising or any other commercial use of radio frequencies," the FCC states. "It is not authorized to regulate the rates for radio service or to limit the return upon the investment in radio broadcast stations. It has no authority, insofar as licensees of broadcast station are concerned, which corresponds to its power over telephone and telegraph common carriers, to prescribe a uniform system of accounts, to require a certificate of public convenience and necessity before the licensee may engage in any business or extend his business or to require the approval of the holding by any person of two or more positions of officer or director in more than one licensee corporation. All of these matters are outside the jurisdiction of the Commission, and if the public is to be protected from the abuses which may result from such economic freedom, that protection must be found in the effects of competition."

The Commission said that if it were required to determine in every case the economic effect of competition on existing stations it would assume a tremendous burden. Beyond that it said it is difficult to see how it could determine the effect of competition without at the same time determining "what the rates for service should be." Nor could the effect of competition be judged without determining the relative quality of programs. Obviously, many other equally insoluble issues would be involved, it added.

If the lower court is sustained in the WKBB case, the Commission contended, the FCC would be under compulsion not only in issuing new station licenses but also in passing upon applications for renewals, to consider the effect one station will have upon the ability of other existing licensees to operate their stations in the public interest. Lacking statutory authority to allocate customers, regulate rates or require the sharing of profits, the Commission said it would either have to assume such authority or refuse renewal to any successful operator whose competition was unduly effective against other existing stations. "Indeed, the greater the ability of an applicant for a license to attract advertising clients, the more imperative would be the duty of the FCC to deny the application."

Beyond that the Commission said it would be required to consider competition not only between two or more existing stations but also between a commercial broadcast station and station rendering other types of service, such as religious or experimental stations. The noncommercial station, by attracting part of the audience which would otherwise tune in on programs presented by the commercial station "might inflict serious financial loss on the commercial station."

Other Types of Media

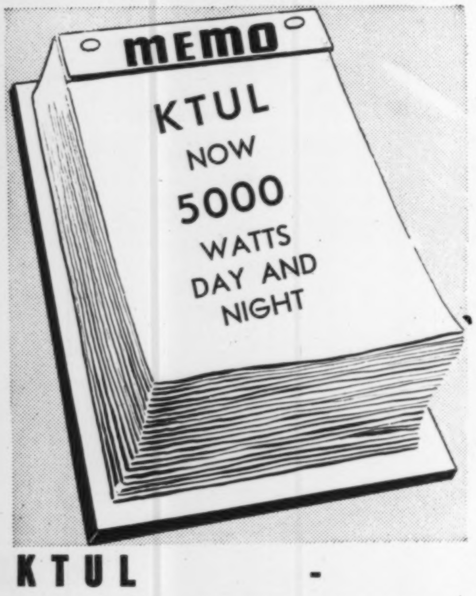
Arguing its contention of no jurisdiction over the business of broadcast licensees the Commission said that no person engaged in furnishing an advertising medium, whether newspaper or radio station, may question a competitor's right to engage in that business. Any station which serves as an advertising medium will be in direct competition with other persons furnishing other types of advertising media, such as newspapers, magazines and billboards. The operation of the new station may inflict serious financial loss upon competitors such as these, it was held, yet it is hardly possible that Congress intended to give them for that reason a right to appeal from the Commission's grant.

The Commission said it sought to distinguish between competition and "financial responsibility" of applicants, stating that it is duty-bound to ascertain the latter.

WSAY
Rochester, N. Y.
goes
MUTUAL!

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

MAKE A NOTE OF IT!



Within 75 miles radius of Tulsa lies 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales.

Representatives
FREE AND PETERS

KTUL - TULSA

INSURED RECEPTION

McCLATCHY
STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

FACTS of value to the Minneapolis fire department were revealed when fire officials listened to playbacks of WDGY's recorded versions of the recent catastrophe which claimed 19 lives [BROADCASTING, Jan. 15]. John McKnight (left), special events man, here operates a portable recorder in the office of Fire Chief Earl Trager.

Benny at All-Time High, McCarthy Down Slightly

THE Jack Benny-Jell-O program, rating 41.4, takes the lead among all commercial evening network programs, according to a report Jan. 29 by the Cooperative Analysis of Broadcasting (CAB). The new half-hour Chase & Sanborn-Charlie McCarthy program is a close second with a rating of an even 40. In changing from an hour to a half-hour, the program lost less than two points.

Among hour shows, the *Kraft Music Hall*, starring Bing Crosby with Bob Burns, John Scott Trotter's orchestra and the Music Maids, leads, followed closely by *Lux Radio Theatre*. The current CAB report contains another record-smashing rating, that of Lowell Thomas, who has just hit the all-time high of his broadcasting career by obtaining a rating of close to 20%.

UNITED PRESS reports the following new stations subscribing to its news service: KICA, Clovis, N. M.; KBKR, Baker, Ore.; WEOA and WGBF, Evansville, Ind.

RIVERBANK CANNING Co., Riverbank, Cal. (Madonna tomato paste) has appointed H. B. LeQuatte, New York, as agency and will probably start a spot campaign in the autumn.

WSAY
Rochester, N. Y.
goes
MUTUAL!

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

AFM Disc Scale

(Continued from page 17)

recorded four or five numbers on each side of a 16-inch disc, prepared suggested continuity for use by the station anouncer, secured licenses from MPPA for use of selections recorded, sent the master record to a pressing plant, and shipped duplicate records to subscribers. Spaces are left on the records between selections, he said, so that the station can either play all selections on a disc consecutively, or choose numbers from different records by use of two turntables. Actually, therefore, a 15-minute record is a group of four or five selections and not a complete 15-minute program.

Reviews Rate Boosts

The letter reviews the history of the cost of musicians employed for transcriptions, pointing out that the present rate of $18 per man for the hour allowed to make a so-called "15-minute" record is 80% above the $10 an hour rate in effect up to Sept. 15, 1938. In November, 1939, a half-hour rate of $24 was established, but union executives later informed the transcribers that this rate was not intended for library services and proposed instead that musicians should be paid $18 per selection per man, a 400% to 500% increase [BROADCASTING, Dec. 15].

Such prohibitive rates, Mr. Woods stated, would eliminate transcription companies and possibly cause a number of stations to shut down, resulting in "the complete elimination of the present employment of musicians by transcription companies; participation by stations in an investigation of the situation by various agencies of the Federal Government; pressure by large national advertisers, who would be deprived of the facilities of local stations for national spot advertising purposes. Many of these national advertisers have contracts with various affiliates of the AFL. Clearly the net result of the foregoing would be very bad and undesirable business, public and political reactions, not only against the AFM but also against the AFL."

Stating that the effect of the 80% increase had been to cause both library services and sponsors of commercial transcriptions to use dramatic and news programs with no music whatever, or to use as few musicians as possible where music was essential, Mr. Woods urged "that the practical way to increase employment of musicians is to make the rates low enough so that they will be attractive to both library services and commercial sponsors, thereby encouraging rather than discouraging the use of music and the employment of musicians."

'Movie and Radio Guide'

EFFECTIVE with the Feb. 23rd issue, *Radio Guide*, weekly radio magazine published in Chicago, will change its name to *Movie and Radio Guide*. The new publication, in addition to its usual stories, news and program information on radio, will include a 16-page rotogravure movie section, which will consist of a picture spread of the movie of the week, full-page portraits of stars, and news and gossip of new pictures.

Stone's Permanency

TURNING to radio, the Intermountain Memorial Craftsmen Assn., monument manufacturers, has started sponsoring a 52-week series of quarter-hour narrations *Milestones in History*, on KSL, Salt Lake City. Francis Urry, as "The Observer", each week tells the story of some great world monument in stone, i.e., the Mormon Temple in Salt Lake City, the Pyramids of Egypt and Stone Mountain Memorial in Georgia, against a background of transcribed organ music. The programs are designed to draw the point that stone is the permanent expression of devotion to great ideals and moments in history.

Paramount's 'Geronimo'

PARAMOUNT PICTURES, New York, during the week of Feb. 4 will run an announcement campaign on New York stations to promote the opening of its new release "Geronimo," using 30 spots on the *Make Believe Ballroom* program on WNEW, 10 spots on WOR and WMCA, and six spots on Ed East's program on WJZ. Buchanan & Co., New York, is the agency in charge.

NEW subscribers to INS news service include KGEI, San Francisco; KRKD, Los Angeles; KPHO, Phoenix; WFDF, Flint, Mich.

Lynn Baker's Agency

LYNN BAKER, recently resigned from the New York office of Lord & Thomas, has formed his own advertising agency, Lynn Baker Co., with offices at 60 E. 42nd Street, New York. Telephone is Vanderbilt 6-1556. The new agency will specialize in packaged goods advertising, with particular attention to merchandise distributed primarily in five and ten cent, drug and food stores. Personnel will be announced shortly. Mr. Baker was previously with J. Walter Thompson Co. as vice-president in charge of the agency's Pacific Coast offices, followed by two years as manager of the agency's new business activities in New York.

WSIX
"The Voice of Nashville"
Tennessee

Offers coverage of the rich Nashville area, noted for its non-fluctuating business volume and steady market.
•
Mutual Broadcasting System

HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

NEW AND GREATER
WDZ
1000 WATTS
1020 KILOCYCLES

PARADES YOUR PRODUCTS BEFORE A RICH MARKET

Maybe the NAME Tuscola, Illinois, doesn't impress you, BUT—it's the hub of a buying circle including Champaign-Urbana, Springfield, Danville, Decatur in Illinois and Terre Haute, Indiana, plus some of the richest farming, oil producing and industrial counties in the nation. Population 1,158,049 . . . Retail Sales $263,207,000.00 (1935) . . . Food Sales $64,440,000.00 . . . Automobile registration 253,225. Ask for brochure of detailed market data.

HOWARD H. WILSON CO.
special representatives
CHICAGO NEW YORK
SAN FRANCISCO KANSAS CITY

THE SALES SPOT ON THE RADIO DIAL

WDZ
TUSCOLA
ILLINOIS

★ WDZ BROADCASTING COMPANY ★

41 NATIONAL ACCOUNTS USING WDZ, INCLUDING:

Allis-Chalmers
Absorene Mfg. Co.
Olson Rug
Smith Brothers Mfg. Co.
Hyde Park Beer
J. A. Folger Co.
Houschold Magazine
Dr. Caldwell Syrup of Pepsin
DeKalb Agricultural Assn.
Critic Feeds
Foley Honey & Tar
Sterling Beer
Carter's Liver Pills
Oyster Shell
Lens Photo Service
Willard Tablet Co.

GOVERNMENT LAUDS DOMINION STATIONS

A NEW CHAIRMAN of the Canadian Broadcasting Corp, Rene Morin, Montreal, has been appointed by the Government, W. Gladstone Murray, CBC general manager, announced at his appearance before the CAB convention Jan. 24. The appointment had not yet been made public by the Government.

Speaking informally to the broadcasters, Maj. Murray reiterated what the CAB president had stated in his report—that relations between the CAB and CBC are now most friendly and that the CBC board of governors and the Government are satisfied with the cooperation shown by the broadcasters in the war regulations.

Questioned by broadcasters he stated that a new policy had been formulated for the use of evening transcriptions, the formula no longer being based on population but on primary coverage of each individual station. He was informed the CAB would like the CBC to accord private stations full advantages under the terms of the Havana Treaty.

Glen Bannerman, president of the Assn. of Canadian Advertisers, said the advertisers were satisfied with the CBC policy, especially as it related to sponsored newscasts from reliable news services.

Accompanying Maj. Murray were Dr. Augustin Frigon, CBS assistant general manager, Montreal, and E. A. Weir, CBC commercial manager, Toronto.

Canadians Defend Sponsorship

(*Continued from page 34*)

table to settle questions amicably instead of formally submitting questions in writing as before, and having to wait many months for a decision.

All Is Cordial

In summarizing the various meetings of the CAB directors with the CBC board of governors during the past year, he stated "The CBC and the CAB both have a better appreciation of each others problems and as a result a more amicable relationship exists between us . . . it should be less difficult in future to negotiate with it and to obtain relief from any of the regulations or practices which seem to be unfair."

On the matter of the pending revisions in frequencies caused by the Havana Treaty, President Sedgwick reported that a joint technical committee is most likely to be formed by the CBC and the CAB to go into the question of frequencies and power increases. [BROADCASTING learned at the convention that some broadcasters were hoping to realize dreams of increases in power to the limits allowed in the Havana Treaty.]

"We should press for representation on the technical committee," said Mr. Sedgwick, "and then insist that all Canadian stations be not only permitted, but instructed by the Deparment of Transport (the licensing authority), to avail themselves of the full power limit permitted by the Havana Treaty, as otherwise the Canadian public will suffer by the service areas of the Canadian stations being materially reduced."

At the first afternoon session the financial statement was read and it was decided to increase dues to the CAB by 100%. The new dues will bring income for 1940 to about $22,000, and will be collected in monthly instalments based on the peak half hourly rate of member stations, as against the rate for the past year based on the peak quarter hour rate.

Discussion of Contests

Canadian broadcasters were definitely, but not unanimously, of the opinion that program promotion contests conducted by radio advertisers on behalf of sponsored programs could not economically be expected of radio stations, and that the industry as a whole would not benefit from such contests. Merchandising, or program promotion, on a grand scale as staged recently in the Dominion by one large advertiser (Western Canada Flour Mills, Toronto) if demanded by all national advertisers would mean heavy rate boosts in the opinion of most broadcasters. Advertisers as well as advertising agency radio executives aired both sides of the story, as did the broadcasters in a heated session Jan. 23.

No decision was reached by delegates as to the growth of demands or suggestions by some advertisers for more program promotional work. It was pointed out by one agency radio executive that advertisers would pay the increased rates, while other radio executives of agencies contended that advertisers would not pay increased rates for the promotional work asked of stations by some advertisers. All agreed that stations must do more promotional work, but that it was unfair for advertisers to expect either by demand or suggestion that so much promotional work ought to be done as to cost the station more than it was receiving for its time.

Glen Bannerman, president of the Assn. of Canadian Advertisers and advertising manager of the Hudson Motor Car Co., Toronto, stated that the interest of radio stations was vital to advertisers who were looking for a low-cost medium to merchandise their wares. Others who took part in the discussion were Don Henshaw, radio executive of A. McKim, Ltd., Toronto; Robert Merry, advertising manager of Lever Bros., Toronto, and chairman of the radio committee of the Association of Canadian Advertisers; Carl Swanson, account executive, J. Walter Thompson Co., New York. James Annand, CFRC, Kingston, Ont., summed up the arguments for the broadcasters emphatically by stating that the broadcasters should not enter any such contests.

Harry Sedgwick, CFRB, Toronto, was elected president of the CAB for the sixth consecutive year. Gordon Love, CFCN, Calgary, Alta., was elected vice-president. Directors elected were H. R. Carson, CFAC, Calgary, Alta.; Henry Gooderham, CKCL, Toronto; J. S. Neill, CFNB, Fredericton, N. B.; A. A. Murphy, CFQC, Saskatoon, Sask.; Marcel Lefebvre, CHLP, Montreal. T. A. Evans was reelected secretary-treasurer.

The Jan. 23 session was devoted to hearing from J. V. Argyle of the Canadian Marconi Co., Montreal, a description of the Armstrong frequency modulation system of broadcast transmission, and a discussion by Lloyd Egner, NBC Thesaurus, New York, on the outlook for electrical transcriptions.

Special parties at the convention started with a cocktail party by All-Canada Radio Facilities Ltd., Jan. 21; a luncheon by Western Canada Flour Mills, Toronto, to make promotion contest presentations, Jan. 23; a cocktail party by the Canadian Marconi Co., Jan. 23.

Attending the Convention

Attending the sixth annual convention of the Canadian Association of Broadcasters at the Mount Royal Hotel, Montreal, were:

Charles M. Adell, Weed & Co., Detroit
James Annand, CFRC, Kingston, Ont.

W. H. Backhouse, CKY, Winnipeg
Glen Bannerman, president, Assn. of Canadian Advertisers, Toronto
J. Beardall, CFCO, Chatham, Ont.
L. W. Bewick, CHSJ, St. John, N. B.
L. A. Bourgeois, CHAB, Moose Jaw, Sask.
E. Bushnell, program director, Canadian Broadcasting Corp., Toronto
E. M. K. Boyd, Compo Co., Montreal

C. A. Campbell, CJRC, Winnipeg; CJRM, Regina, Sask.
T. E. Campeau, CKLW, Windsor, Ont.
H. R. Carson, CFAC, Calgary, Alta.
G. C. Chandler & Mrs. Chandler, CJOR, Vancouver, B. C.
M. V. Chesnut, CKOC, Hamilton, Ont.
F. E. Chizzini, NBC Thesaurus, New York
D. Claringbull, Canadian Broadcasting Corp., Winnipeg
Jack Cooke, CJKL, Kirkland Lake, Ont., etc.

R. M. Dagg, CKWX, Vancouver, B. C.
N. Dallin, CFQC, Saskatoon, Sask.

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

GOOD NEWS

It's GOOD NEWS when a station using seven news services, with three national sponsors, announces availability for sponsorship of a late news roundup. It's at a GOOD TIME too: 10:30 p.m. daily.

CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

BROADCASTERS' FLORIDA HEADQUARTERS
DANIA BEACH HOTEL
DANIA - FLORIDA
European Plan Daily Rates
From $2.50 single, $4 double

ALIVE and skeptical is this little piggie that went to a table in Montreal's Au Lutin Qui Bouffe restaurant during the CAB convention. Watching the adolescent porker are (l to r) Gerry Gaetz, CKCK, Regina, Sask.; F. H. Elphickle, CJCA, Edmonton; Don Henshaw, radio executive, A. McKim Ltd., Toronto; M. V. Chesnut, CKOC, Hamilton, Ont.

Tom Darling, CFCH, North Bay, Ont.
F. C. Dixon, R.C.A. Victor Co., Montreal
H. F. Dougall, CKPR, Fort William, Ont.
W. P. Downs, Walter P. Downs, Montreal

C. L. Egner, NBC Thesaurus, New York
M. M. Elliott, Canadian Marconi Co., Montreal
F. H. Elphicke, CJCA, Edmonton, Alta.
T. A. Evans, secretary, Canadian Assn. of Broadcasters, Toronto

Gene Furgason, Furgason & Walker, New York
R. Ford, CKCO, Ottawa, Ont.

G. Gaetz, CJOC, Lethbridge, Alta.
A. Gauthier, CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.
P. C. Gayner, CKY, Winnipeg
Norman R. Goldman, BROADCASTING, Washington
H. Gooderham, CKCL, Toronto
E. C. Grimley, R.C.A. Victor Co., Montreal

Burt Hall, All-Canada Radio Facilities, Toronto
Don Henshaw, A. McKim Ltd., Toronto
Guy F. Herbert, All-Canada Radio Facilities, Toronto
Dr. Charles Houde, CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B.
J. G. Hyland, CJIC, Saulte Ste. Marie, Ont.

A. H. Joseph, RCA Victor Co., Montreal

Bob Keyserlingk, British United Press, Montreal
L. F. Knight, CFLC, Prescott, Ont.

P. Lalonde, CKAC, Montreal
C. O. Langlois, Langlois & Wentworth, Inc., New York
G. A. Lavoie, CJBR, Rimouski, Que.
Al Leary, CKCL, Toronto
M. Lefebvre, CHLP, Montreal
P. Lepage, CKCV, Quebec
L. E. Leprohon, CKAC, Montreal
H. G. Love, CFCN, Calgary, Alta.
F. A. Lynds and Mrs. Lynds, CKCW, Moncton, N. B.

Jos. McGillvra, Joseph Hershey McGillvra, New York
J. McGuire, All-Canada Radio Facilities, Toronto
C. W. McQuillin, Cockfield-Brown & Co., Toronto
W. E. Mason, CKSO, Sudbury, Ont.
Martin Maxwell, Associated Broadcasting Co., Montreal
Robert Merry, Lever Bros. of Canada, Toronto, chairman of radio committee, Assn. of Canadian Advertisers
P. Millar, CKY, Winnipeg
James Montagnes, BROADCASTING, Toronto
Herbert Moore, Transradio Press, New York
P. H. Morris, CFPL, London, Ont.
A. A. Murphy, CFQC, Saskatoon, Sask.

N. Nathanson, CJCB, Sydney, N. S.
J. S. Neill, CFNB, Fredericton, N. B.
H. H. Nichol, CJOC, Lethbridge, Alta.
V. F. Nielsen, CJRC, Winnipeg; CJRM, Regina, Sask.

T. T. Odell, commercial department, Canadian Broadcasting Corp., Toronto

C. M. Passmore, MacLaren Adv. Co., Toronto
Ralph Powell, Presto Recording Corp., New York
R. E. Price, CKBI, Prince Albert, Sask.

W. G. Quisenberry, Transradio Press, New York

G. R. A. Rice, CFRN, Edmonton, Alta.
K. S. Rogers, CFCY, Charlottetown, P.E.I.
M. Rosenfeld, MacLaren Adv. Co., Toronto

E. T. Sandell, CKTB, St. Catherines, Ont.
H. Sedgwick, CFRB, Toronto
J. Sedgwick, counsel, Canadian Assn. of Broadcasters, Toronto
J. Sharpe, CFRB, Toronto
L. L. Shatford, CHNS, Halifax, N. S.
J. A. Shaw, CFCF, Montreal
Alex Sherwood, Standard Radio, New York
E. H. Smith, CFCF, Montreal
J. Slatter, Jack Slatter, Toronto
K. Soble and Mrs. Soble, CHML, Hamilton, Ont.
F. M. Squires, CJCS, Stratford, Ont.
H. N. Stovin, station relations supervisor, Canadian Broadcasting Corp., Toronto
Carl Swanson, J. Walter Thompson Co., New York

J. N. Thivierge, CHRC, Quebec, Que.
R. H. Thomson, CFCH, North Bay, Ont., etc.
John Tregale, All-Canada Radio Facilities, Toronto

J. J. Weed, Weed & Co., New York
R. C. Wentworth, Langlois & Wentworth, New York
J. Whitby, CJIC, Sault Ste. Marie, Ont.
T. O. Wiklund, Canadian Broadcasting Corp., Toronto
H. B. Williams, Dominion Broadcasting Co., Toronto
J. J. Woodill, CKSO, Sudbury, Ont.
W. Wright, Joseph Hershey McGillvra, Toronto

George Young, Canadian Broadcasting Corp., Halifax, N. S.

Station Owner's Son Honored

WILLIAM KEITH ROGERS, 18, son of Col. and Mrs. Keith Rogers, CFCY, Charlottetown, P. E. I., will be honored by the Canadian Broadcasting Corp. on a February musical program, date not yet determined, when his composition "Fountains" will be played and sung on a program of the works of prize winners of a competition held by the Canadian Performing Rights Society (Canadian ASCAP). Young Rogers wrote the composition when he was 16, received a $50 prize by coming second in the Dominion wide competition.

With Canadian Forces

BOB BOWMAN, Canadian Broadcasting Corp. special events chief, is in England with Engineer Arthur Holmes, of Windsor, Ont., to send special broadcasts via British Broadcasting Corp. shortwaves to the CBC. Bowman and Holmes accompanied the first Canadian contingent across to England, and word of their arrival in England has just been released.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WBAL
means business in Baltimore

DID HE SAY 8?
NO—HE SAID 10!
??
SALE! RADIO TUBES
NO! HE SAID 40!

KOIL
NOW HAS OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR!
★
Omaha's Basic Station for all the Columbia Network Stars!
★
DON SEARLE, GEN'L MGR.
KATZ AGENCY—NAT'L REPR.

IN 1940 IT'S 1340

ON TOLEDO RADIO DIALS

That's the slogan of the year, among listeners in our neck of the woods.

NBC BASIC RED

Represented Nationally by the Katz Agency

TOLEDO OHIO **WSPD** TOLEDO OHIO

Anti - ASCAP Measure Introduced in Kentucky

AN ANTI-ASCAP bill, introduced in the Kentucky Legislature Jan. 9 by Rep. Carl Scheban of Newport, is identical with the Montana and Washington statutes.

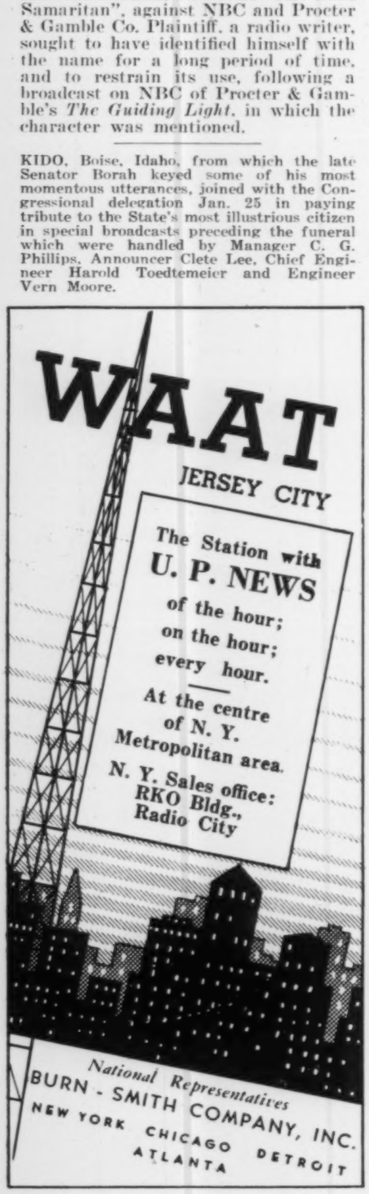
In the ASCAP suit against the Florida anti-monopoly law, it was learned that depositions will be taken in New York in ASCAP's behalf Feb. 6, with some 14 figures in the music field to be deposed. The State of Florida, it is expected, will be represented in these proceedings by Tyrus A. Norwood, Assistant Attorney General, Lucien H. Boggs, counsel, and A. W. Bennett, special copyright counsel of the NAB.

In the Nebraska anti-ASCAP litigation, in which the Federal Court Dec. 27 issued a permanent injunction against application of the statute, there were indications that a motion for a new trial would be filed on behalf of the State by Feb. 3.

'Samaritan' Sues

SUIT seeking $25,000 damages and an injunction was filed Jan. 15 in New York Supreme Court by Michael Maresca Ansaldi, known as "The Good Samaritan", against NBC and Procter & Gamble Co. Plaintiff, a radio writer, sought to have identified himself with the name for a long period of time, and to restrain its use, following a broadcast on NBC of Procter & Gamble's *The Guiding Light*, in which the character was mentioned.

KIDO, Boise, Idaho, from which the late Senator Borah keyed some of his most momentous utterances, joined with the Congressional delegation Jan. 25 in paying tribute to the State's most illustrious citizen in special broadcasts preceding the funeral which were handled by Manager C. G. Phillips, Announcer Clete Lee, Chief Engineer Harold Toedtemeier and Engineer Vern Moore.


WAAT
JERSEY CITY
The Station with U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre of N. Y. Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
Radio City
National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

A PROMOTIONAL QUIZ? ROGRAM

WCAE and Sun-Telegraph Stage Bingo Feature to Take Advantage of Common Interests

A RADIO program that affords a close tieup between a radio station and a newspaper was launched Jan. 28 on WCAE, Pittsburgh, as a promotion feature for the *Pittsburgh Sun-Telegraph*, owner of the station. Titled *Suntel*, the program is a quiz show with prizes for listeners, who check the answers to questions broadcast on the station on blanks printed in the newspaper.

Beneath the letters S-U-N-T-E-L, the listener writes in his own telephone or social security number or a special number secured from the newspaper; then, when the program's m.c. says: "If the second President of the United States was James Madison, put the letter C in the first space, but if he was Samuel Adams put down the letter G," the listener checks his own chart in Bingo fashion.

Each winner gets $5 from the paper, which during the preceding week has printed not only the chart used in the game but also all the questions, with their correct answers, that will be included in the broadcast. Names of winners are also printed in the paper. Listeners may phone in their winning charts, take them to the newspaper office, or mail them in, as the game has been approved by the Post Office Department.

Creator of the program, Harry S. Goodman, said that the numbers are so chosen that everyone in Pittsburgh will be given a chance to win before the distribution is repeated, providing he listens to all broadcasts and makes no mistakes in checking his charts. While this is the first time the program has been used for newspaper promotion, Mr. Goodman said that it is currently running on more than 50 stations under various sponsorships.

Pepsi-Cola Co. sponsors it in a number of cities and is constantly expanding its use, he said. Charts are distributed through dealers and winners are awarded certificates entitling them to 12 bottles of the beverage. This company has used the program to increase distribution by having winners phone the station, where an operator checks the answer and then asks the name of the winner's favorite dealer, where he will redeem his certificate. If the dealer does not already carry Pepsi-Cola he is promptly contacted by the company's salesman who is armed with a convincing reason for adding the dealer to the Pepsi-Cola list.

FM Elects Shepard

JOHN SHEPARD 3d, Yankee Network, was elected president of FM Broadcasters Inc., organization of broadcasters operating stations by the frequency modulation method, at the first meeting of the board of directors in New York Jan. 30. John V. L. Hogan, WQXR, New York, was elected vice-president, and Robert Bartley, Yankee Network, secretary - treasurer. All directors [BROADCASTING, Jan. 15] were present at the meeting at which by-laws were adopted and applications from 20 new members approved.

Suit Against WMCA

SUIT for $100,000 damages has been filed in New York Supreme Court against station WMCA, New York, by Broadcast Producers of New York, which also has made application to examine before trial Sidney Flamm, secretary of WMCA, Alfred Hall, program director, and Matty Cohen, script writer. Broadcast Producers claims that it produced a program titled *Makers of Men* which was submitted to various stations including WMCA. Plaintiff claims that WMCA made and sold the series as a transcribed feature and that the station interfered with a contract made by the plaintiff with Emergency Shelters Inc. WMCA filed a general denial of the charges.

'Law of Journalism'

RADIO'S use of news, with particular emphasis on the *Associated Press v. KVOS* case, occupies only four pages of the *Law of Journalism*, a 380-page volume just published by Metropolitan Law Book Co., New York, but the book's chapters on freedom of the press, libel, property rights in news, regulations of advertising etc. are quite pertinent to radio, particularly in its news and public speaking aspects. The author is Robert W. Jones, professor of journalism of the University of Washington. There are discussions and case citations valuable to anyone who prints or writes for the public and might be subject to libel actions.

Ameche for Old Gold

P. LORILLARD Co., New York, on April 5 will start a new half-hour variety program in behalf of Old Gold cigarettes on NBC-Red, to star Don Ameche as m.c. Arrangements for the program are now being completed for origination out of Hollywood and for the presentation of stage and screen stars as guest artists. Program will be heard Fridays, 10-10:30 p.m. Agency in charge is Lennen & Mitchell, New York.

Four Programs Tied

THE FOUR programs on NBC-Red and CBS between 7 and 7:30 p.m., Monday through Friday, are all bunched, according to the January Hooper Radio Report, with ratings between 11.4% and 11.6% of total calls. Programs are: Fred Waring, for Chesterfield, and *I Love a Mystery*, for Fleischmann's Yeast, on the Red; *Amos 'n' Andy*, for Campbell Soup, and *Lum & Abner*, for Postum, on CBS.

WSAY
Rochester, N. Y.
goes
MUTUAL!
Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

Klinger Gets Contract On WEVD Night Period

KLINGER ADV. Corp., New York, on Jan. 13 signed a contract with WEVD, New York, to act as exclusive sales representative for station time during the seven hours between 12 midnight and 7 a. m., Tuesdays through Saturdays, during which recorded broadcasts, known as the *WEVD Jamboree*, are presented with Gene King at the microphone. Klinger has already secured the following sponsors for the period from among its own accounts:

Madison Personal Loan, 24 quarter-hour programs weekly for 52 weeks; Personal Diathermy Corp., six five-minute programs weekly for 13 weeks; Pure-Pac Corp., 30 announcements weekly for 52 weeks; Devonsheer Bakeries, 30 announcements weekly for 13 weeks; Television Training Schools, six quarter-hours weekly, and Scherezade Perfumes, 24 announcements weekly.

Through other agencies, Klinger has also signed: Barney's Clothes, 35 announcements for 52 weeks; Fruit Industry Corp., 35 announcements weekly for 52 weeks; Man-O-War Publishing Co., 35 announcements weekly for 52 weeks; Air Conditioning Training Corp., 12 quarter-hours weekly for 52 weeks, and Remington Rand Corp., six quarter-hours weekly for 13 weeks.

Barney's 1940 List

BARNEY'S CLOTHES, New York, starting its eighth consecutive year in radio, on Jan. 15 signed long-time contracts with six New York stations for programs consisting mainly of news broadcasts and musical periods both transcribed and live. Schedules call for an annual total of 302 half-hours, 1,182 quarter-hours, 306 five-minute programs, and 14,840 announcements on WNEW, WHN, WAAT, WINS, WEVD and WOV. Emil Mogul of the Emil Mogul Co., New York, placed the account, which he has handled since the company first went on the air in 1932.

Dicker for *Cars*

RIO GRANDE OIL Co., Los Angeles, after six years sponsorship, discontinues its weekly half-hour dramatic program *Calling All Cars* on 3 CBS California stations (KNX KARM KSFO), following the Feb. 10 broadcast. Future radio plans of the firm were not revealed. Hixson-O'Donnell Adv., servicing the account, announced negotiations were under way for sale of the series in several quarters, involving more extensive network facilities than used by Rio Grande.

American Ice Names Buchanan

AMERICAN ICE Co., Philadelphia, Boston and Washington, has named Buchanan & Co., New York, to handle all advertising in its refrigeration, air conditioning, coal, fuel oil and laundry fields. Buchanan will also handle advertising for Boston Ice Co., and the Knickerbocker Ice Co. of New York. No advertising plans have been made as yet.

WOODMEN of the World Life Insurance Society, owners and operators of WOW, Omaha, is planning a coast-to-coast NBC program in connection with its 50th anniversary June 6. The society, established in 1890, now operates in 44 states and has 400,000 members.

Camels, Gen. Mills Get N. Y. Baseball

R. J. REYNOLDS TOBACCO Co., Winston-Salem, will sponsor the broadcasts of all home games of the Yankees and Giants during the 1940 season on WABC, New York. In 1939, first year the New York baseball clubs permitted their games to be broadcast, WABC was also the outlet, with a trio of advertisers co-sponsoring the play-by-play descriptions of the games.

General Mills and Procter & Gamble will co-sponsor home and away games of the Brooklyn Dodgers. Yankees - Giants games and those of the Dodgers were co-sponsored last season by General Mills, P & G and Socony-Vacuum Oil Co. Stations were not announced for 1940 Dodgers games, carried last year on WOR and WHN. Though out of the New York picture, Socony-Vacuum will share sponsorship with General Mills in Cincinnati, St. Louis, Detroit, Cleveland and Philadelphia.

Broadcasts on WABC, which the sponsor will use to advertise Camel cigarettes, will start April 16 with the first game of the Giants and will continue for 24 weeks. All weekday home games will be broadcast and if that game is rained out the station will do a reconstruction of the most important out-of-town game. Sunday contests will not be aired, nor will the seven night games scheduled for this year. Arch McDonald, who covered the games on WABC last year, has returned to WJSV, Washington, and the announcer for WABC has not yet been selected. Arrangements for the broadcasts, first of this type ever used by this cigarette manufacturer, were made by William Esty & Co., Camel agency.

N. Y. Advertising Bill Provides Radio Penalty

ASSEMBLYMAN Aaron F. Goldstein, on Jan. 24 submitted to the New York Assembly a bill to amend the penal law in relation to radio advertising whereby both radio stations and advertisers would be held responsible in the event of untrue or misleading advertisements being broadcast.

The bill proposes the addition of "radio stations, or owners or operators of radio stations," to Section 421 of the penal law, which now covers "any newspaper, magazine, or other publication". These words would also be added to the main section of the bill, so that radio stations and their owners who place "before the public" . . . "an advertisement, announcements or statement of any sort regarding merchandise, securities, service or anything so offered to the public which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor."

WOR Sues on Contract

WOR, Newark, on Jan. 15 filed suit for $25,874 in New York Federal Court, charging breach of contract by Ramsdell Inc. and William Irving Hamilton Inc., New York. Station claims that the defendants, after broadcasting *The Johnson Family* for 39 weeks and renewing it for 20 weeks on July 21, 1939, cancelled the show "without reason" on Sept. 19, 1939.

Fate of Proposed TBS Network

(Continued from Page 16)

vertising agency commission World's interest being limited to production transcriptions. Tentative starting date week of Feb. 19. Please answer direct as station representatives neither acquainted with nor contacting this project."

A. J. Kendrick, vice-president and general manager of WBS, said the wires were sent at the request of "unnamed clients" who asked WBS to query sufficient stations to give these clients a choice of outlets in 75 of the country's first 100 markets. During the following week, Mr. Kendrick reported, replies were received from 174 stations, of which 144 gave quotations for the time as requested; 20 more said that they were preparing such quotations, and 10 advised the transcription company they did not have such time available. The remaining stations had not answered within a week.

B-S-H Denial

Stating that the stations queried had been selected as most likely to have available the units of time desired by the "unnamed clients", which he refused to identify, Mr. Kendrick said that his company was passing this information along to them. He emphasized the limitation of World's function in the campaign, if it develops, to the production of the necessary transcriptions, stating positively that WBS was taking no part in the placement of time. So far, he said, World's function had been merely to collect the data desired by its clients.

Blackett-Sample-Hummert likewise declined to admit any connection with the WBS queries, although the details of the wire and the events of the past few months made it extremely probable that their clients were the ones Mr. Kendrick so carefully refrained from naming.

Among the unfavorable responses received by WBS was one from Gene O'Fallon, owner of KFEL, Denver, which read as follows:

"Answering your Jan. 21 telegram, believe you are unwittingly tearing down many traditions, established policies and trade practices, as well as unknowingly forcing many stations into probable bankruptcy. Also believe that stations cooperating with your plan cannot comply with NAB code of ethics. One point: Bulk sales of time for resale; second: code allows three minutes night, 4½ minutes day for each 30-minute period. How many minutes commercial will you use each half hour with chain breaks belonging to diversified and unrelated advertisers. If station operating expenses increase in next two or three years as they have in past two or three years and you force stations to complete any long period contract based on a special deal of present prices you certainly will have stations in a very tough spot. Wouldn't your plan also allow existing clients and agencies to group their business and participate in a plan similar to yours whereby we not only lose present programs but also all chainbreak revenue? IRNA and sales managers division of NAB are now studying the effect on the industry of such plans as you propose. Where does your plan put Broadcast Music Inc., if you use ASCAP tunes? This message dictated in haste, as you request immediate wire reply."

Adams to Florida

On Jan. 19, two days before the WBS wire, John T. Adams, chairman of the board of Transcontinental, notified its affiliates that "due to circumstances beyond our control and the attitude of others . . . we will be unable to commence operations beginning Feb. 1". He left for Florida on the order of physicians who found him on the verge of a nervous breakdown as a result of his labors to get the new network started, it was said at TBS headquarters.

Executives remaining on duty, the office force having been dismissed, were naturally concerned over the final breakdown of negotiations with Blackett-Sample-Hummert, but they expressed the feeling that the need for another network had been proved by the response of so many broadcasters to the TBS plan and that "important interests" were planning a reorganization which would probably be announced at the board meeting on Jan. 30.

HECKER PRODUCTS, New York (H-O oatmeal, Force cereal) on Feb. 12 starts a thrice-weekly quarter-hour transcribed program titled *Superman* on WOR WHAM WGR WFBL WGBI WTIC WJAR WGY WCAU WBZ-WBZA. The program is based on a cartoon strip. Script is by George Ludlam, with Frank Chase directing. Erwin Wasey & Co., New York, is agency.

UTILITIES Engineering Institute, Chicago, has named Klinger Adv. Agency, New York, for all eastern advertising.

WSAY
Rochester, N. Y.
goes
MUTUAL!

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

A Real Test-Market
N.H.
WTAG
WORCESTER, MASS.
RHODE ISLAND
CONN.

When you want a true cross section of income groups for a test campaign, choose WTAG. Wage earners in 1000 different industries (Worcester is 17th among U. S. industrial areas) right now are drawing 99% of the 1928 payroll.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY
INCORPORATED
National Representative

FAA Scans Scripts

THE Federal Alcohol Administration, in its regulation of alcohol beverage advertising, examines over 400 commercial radio scripts a month, Administrator W. S. Alexander informed Congress in submitting his report for the last year. The FAA also cooperated with trade associations in fostering elimination of spirits advertising on the air and in Sunday papers, he reported. Similar cooperation has not been obtained, however, from the wine and malt beverage industries, he said.

D. EASLEY WAGGONER, vice-president and general manager of the United Fidelity Life Insurance Co., Dallas, has applied to the FCC for a new 250-watt station on 1370 kc. in Greenville, Tex.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

Big Mid-Winter

BUSINESS

in Western Carolina!

Industries going full tilt. Pay rolls up. Burley tobacco market bringing in new cash. There's money to spend—and money being spent—in Western Carolina! WWNC blankets this area; no other station does. Good time to begin your schedules on WWNC is N-O-W!

W.E. Promotes Eaves

Mr. Eaves

PROMOTION OF A. J. Eaves, research products sales manager of Graybar Electric Co., sales organization for Western Electric products, as assistant general telephone sales manager, was announced Jan. 20. Mr. Eaves will be in charge of the telephone department and research products department handling all the WE products, including broadcast transmitter equipment. Reporting to Mr. Eaves will be J. B. Long, former telephone sales engineer, as telephone sales manager; G. L. Donnett, formerly research products sales engineer, as research products sales manager.

Meacham Wins Award

LARNED A. MEACHAM of the engineering staff of Bell Telephone Laboratories was chosen to receive the fourth annual award of Recognition of Outstanding Electrical Engineers, given by Eta Kappa Nu, honorary electrical engineering society. Award, made annually to men under 35 who were graduated from college not more than ten years before, for "meritorious service in the interests of their fellow men," was presented Jan. 22 at a dinner at the Town Hall Club, New York.

VETERAN Wireless Operators Assn. will hold its 15th anniversary dinner-cruise at the Hotel Astor, New York, Feb. 21, with the chief engineers of the major networks as guests of honor.

DON'T TRY TO DO BUSINESS IN ARKANSAS WITHOUT FIRST DOING BUSINESS WITH KARK!

Says Our Vice President in Charge Of Enlightenment, Who Can Furnish Scores of "Success Stories" on KARK Advertisers!

KARK

Little Rock ★ 890 Kc ★ 1,000 Watts Day & Night

N.B.C and TRI-STATE NETWORK: WMC—KARK—KWKH—KTBS

Edward Petry & Co., Inc. National Representatives

Lewis J. Brown

LEWIS J. BROWN, 49, president of International-Stacy Co., Columbus, and former president of Kellogg Co., Battle Creek, Mich., died Jan. 11 in Columbus, O., after an illness of 10 weeks. He had suffered from a heart ailment for three years previous to his death. Mr. Brown was well known as an executive of various large industrial firms. He is survived by his wife, two children and five sisters.

Equipment

WMEX, Boston, has purchased from RCA a Type 10-DX, 10,000-watt broadcast transmitter. The station has begun installation of its new equipment, under FCC authority whereby it shifts to a Class I-B status on 1470 kc., in lieu of its present local assignment on 1500.

WOV, New York, has ordered a 350-foot Lehigh tower with an umbrella top of 40 feet to be constructed at its new transmitter site at Kearny, N. J. The station reports that Hartenstine Zane Co., New York, will start construction upon completion of test borings, now being made.

FRANK J. MALAT, of Youngstown, O., on Jan. 23 was granted patent No. 2,188,150 by the U. S. Patent Office, covering a microphone support, rights to which he has assigned to Astatic Microphone Laboratory Inc., Youngstown.

RADIO transmitting equipment, including a 1,000-watt WE transmitter with phasing unit and antenna coupling and other apparatus, whose original cost amounted to more than $25,000 on Jan. 19 was given by CBS to Ohio State U for use at the school's Radio Institute, engineering school and experimental station, WOSU. The equipment, used by CBS for a short time, was designed and built by the Washington Institute of Technology.

WLS, Chicago, has installed RCA master control room equipment at a cost of $25,000, according to Thomas Rowe, WLS chief engineer, and George Cook, WLS treasurer, who recently returned from a trip to Camden, N. J., where they purchased the equipment.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is distributing a new synchronous motor and turntable for playback, designed especially for radio stations and recorders who dub or re-record from other records that necssitates absolute perfect rotation.

HERMANN FLOREZ, New York consulting engineer and chief engineer of WVFW, Brooklyn, has designed and constructed a new "carrier analyzer" for locating and determining the order and magnitude of the radio-frequency harmonic components of a carrier wave emitted from a radio transmitter. He is applying for a patent.

AVAILABLE for SPONSORSHIP

RAYMOND TOMPKINS

Top Flight Commentator

7:30 P. M.—Mon., Wed. & Fri.

A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.

WFBR

BALTIMORE, MD.

in the CONTROL ROOM

HENRY RHEA, who has been active in the development of the RCA field pickup television equipment, has been named assistant to T. A. Smith, manager of television transmitter sales at Camden, N. J. Mr. Rhea, with RCA since 1935, recently returned from Los Angeles, where he assisted in advising the personnel of the Don Lee Network in the operation of RCA equipment.

E. K. COHAN, CBS director of engineering, left Jan. 13 on the Pan American *Clipper* on a business trip which will add 15,000 miles to his total air travel of over 175,000 miles. Mr. Cohan attended the Inter-American Radio Conference at Santiago, Chile, after which he will fly across the Andes to make stops along the east coast of South America.

ALDEN C. PACKARD, CBS western division maintenance supervisor, Hollywood, has been elected 1940 chairman of the Los Angeles Section of the Institute of Radio Engineers. The Institute contemplates a Pacific Coast convention next August, with the Los Angeles Section sponsoring.

C. R. COX, formerly with Bell & Howell Co., has joined Victor J. Andrew, Chicago consulting engineer and equipment manufacturer, as chief engineer.

JOHN WESELOH and Charles Richards have joined the engineering staff of WFBM, Indianapolis.

CARL CABISON, engineer of WDAY, Fargo, N. D., has become engaged to Lorraine Sandie. No wedding date has been announced.

ASA ADKINS is now chief engineer of WJIM, Lansing, Mich., succeeding Charles W. Mason.

ARNOLD KING, formerly with Eastern Air Lines, has joined the engineering staff of WOV, New York.

DICK BAILEY, assistant to Al Span, CBS Hollywood sound effects engineer, and Winifred Gale, photographer, are to be married in that city Feb. 11.

DWIGHT McPEEK, former chief of the mail room of WBBM, Chicago, has been named assistant to L.Mc. C. Young, in charge of operations and traffic.

BILLY B. HONEYCUTT, formerly operator at KTAT, Ft. Worth, is now chief engineer of KDNT, Denton, Tex.

T. A. SMITH, in charge of television transmitter sales for RCA Mfg. Co., Camden, is author of an article on "RCA Television Field Pickup Equipment", detailing and describing available apparatus, in the January *RCA Review*, quarterly technical publication of RCA Institutes Technical Press.

JOHN PARKER, engineer of WORL, Boston, is the father of a boy born Jan. 17.

THOMAS BEDFORD, engineer of KTOK, Oklahoma City, recently married Ernestine Martindale, of Fort Worth.

JOHN ROSEBOROUGH, formerly chief engineer of KRE, Berkeley, Cal., and more recently special representative of Recording Equipment Co., Northern California distributors of Presto Recorders, recently joined the engineering department of Photo & Sound, San Francisco.

MICHAEL ASHMAN has been added to the technical department of KSAN, San Francisco.

BRYAN BISNEY, of the technical staff of CKY, Winnipeg, and Marguerite McFadyen, CKY stenographer, have announced their engagement.

SANDY SPILLMAN, sound effects engineer of KSFO, San Francisco, recently resigned to go to sea.

PUBLICITY SHIFTS EFFECTED BY W-E

APPOINTMENT of William A. Wolff, advertising manager of Western Electric Co. and Electrical Research Products Inc., as information manager of both companies and designation of H. W. Forster,

Mr. Wolff

Mr. Forster

information manager, to the advertising post, were announced Jan. 15 by P. L. Thomson, director of public relations of Western Electric.

Mr. Wolff, advertising manager of the two companies since 1929, is a graduate of Columbia University School of Engineering and handled engineering, sales and manufacturing department assignments until he entered the advertising department as a publicity and copy writer in 1911.

Mr. Forster, upon graduation from Columbia College in 1920, was a chemist in Mexico. Subsequently he was a newspaper reporter in New York and joined Western Electric in 1924. He later entered the public relations department as editor of the company's employe papers, *The Observer* and *The Distributor*, and as associate editor of *Western Electric News*. Since 1930 he has been information manager.

Expedition to Broadcast

SERIES of 20 or more broadcasts between America and the Fahnestock expedition to the South Seas has been arranged by NBC, the first broadcast to take place the day the expedition sets sail from New York. The 137-foot schooner *Director II* has been fully equipped with a powerful shortwave transmitter for the broadcasts by Bruce and Sheridan Fahnestock, who, with a crew of 16, are taking the trip to record primitive music of the South Seas and make oceanographic studies.

SPECIAL recording of the old chimes from City Hall in lower Manhattan has been made by WNYC, New York's municipal station, and the transcription is now used by the station as a noonday time signal.

BYE-BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose—

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

THE TECHNICAL SIDE EXPLAINED

WLW Preparing Plugless Film Depicting Angles Not Understood by Some Groups

FUNDAMENTALS of radio engineering will be filmed by WLW, Cincinnati, and shown before advertiser and agency groups in larger cities. The word story behind the film will be related by Jerry Branch, technical advisor and assistant to James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting.

Intricate and mystifying aspects of broadcasting, and many of the problems encountered, will be revealed in a manner understandable to the layman. "This will be definitely a purely educational undertaking and positively no effort will be made to sell WLW," Mr. Shouse declared.

"As a matter of fact," he continued, "WLW will not be mentioned at all. Our only purpose is to be of service to the advertising industry, inasmuch as we know from the many inquiries received from time to time that there is a distinct need to provide clients and agency representatives with a better understanding of the technical side of broadcasting."

Mr. Branch

Production work on the film is nearing completion and arrangements are being made for the first showing at New York in the near future. Showings in additional cities will be scheduled as soon as requests are received. Agency representatives in Chicago and Cleveland have already expressed strong desire to have the presentation in those cities at an early date.

Workings of the Armstrong frequency modulation method, and a resume of classifications of broadcasting stations in the United States, especially in view of the ratification by Mexico of the Havana treaty, will be covered at length.

Some of the other important subjects will be:

Day and night reception, with an explanation of the differences that exist; ground and sky wave transmissions; explanation of fading and its effect on reception; advantages of special devices developed and used exclusively by WLW to produce maximum modulation to compensate for power changes, will be revealed but not credited to WLW in the film; a discussion of signal attenuations, explaining why the signals of some stations fall off rapidy, others slowly, when traveling away from the transmitting plant; effect of frequencies on coverage; effect of kinds of soils; need for having a highly efficient optimum antenna structure.

The film will also depict the standards set up by the FCC specifying the amount of signal necessary for satisfactory reception for different areas where listeners might be located, whether next to a boiler factory or in some remote rural district.

For A Big Chunk of Illinois—Use

WSOY

Serves the World's Soybean Center—Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY *250 W.*

Decatur, Ill. *18 hours daily*

AFM Pickets WPEN

AMERICAN Federation of Musicians has been picketing the studios of WPEN, Philadelphia, since Jan. 14, when the station dismissed its staff orchestra following months of negotiations between station and union which had failed to produce any agreement as to the proper sum the station should expend for the employment of union musicians [BROADCASTING, Jan. 15]. Picketing has been peaceful, it is reported, with no rioting or trouble of any kind, despite the fact that the engineers and other station employes, members of American Communicaions Assn., a CIO affiliate, have refused to respect the AFM picket line and have continued with their duties at the station. Pending a possible settlement on its differences with the musicians, WPEN is using transcriptions and phonograph records for its musical programs.

Several Stations Cited On Overtime Complaints

DISCLOSURE was made Jan. 26 by the Wage & Hour Administration that WJBC, Bloomington, Ill., which had been cited for purported violation of the statute by allegedly working nine people overtime without extra compensation, had made restitution and that the case had been cleared from the dockets on Dec. 9. The infractions apparently dated back to the effective date of the law, in the fall of 1938. Restitution involved amounted to $384.

Simultaneously, NAB announced that three stations are in trouble with the Administration. It was pointed out at the Government agency that investigations invariably are undertaken after complaints from employes. All three cases, according to the NAB, involved failure to pay time-and-a-half for overtime beyond 42 hours a week while inadequate records figured in two cases. The third involved a chief engineer who took his regular turn at the transmitter but was described as an "executive". One of the cases purportedly involved sales payment of employes in "due bills". At the Administration, it was stated that if the salary paid is above the specified minimum, additional payment in the form of due bill would not be disallowed.

FOR THE entertainment of its guests, the Hotel Lexington, New York, has installed a television set in the Cape Cod room, where it is tuned in on all scheduled telecasts during the afternoon and evening.

Kansas Goes "Wet"

As Million-Dollar Snows Boom Wheat Crop Outlook

NICE XMAS GIFT to Kansas Farmers was this blanket of literal wealth which covered the rich KFH AIREA 8 to 12 inches deep. Prospects of a wheat crop took on a bright and promising glow; and now the outlook is still better, with moisture continuing to fall far into January. Moisture here means money to spend for what you have to sell, and you can sell it over KFH.

KANSAS
MANHATTAN
LAWRENCE
TOPEKA
SALINA
EMPORIA
HUTCHINSON
NEWTON
WICHITA
PRATT
CHANUTE
INDEPENDENCE
PARSONS
ARKANSAS CITY
COFFEYVILLE
PONCA CITY
BARTLESVILLE
ENID
TULSA
OKLAHOMA

Glenn D Gillett Field Strength Survey—1939

Why not begin your schedule now on KFH, to reach the most people for the least money. In this primary AIREA 292,421 of the radio homes, with above average incomes, are potential KFH listeners. Get full information about THAT SELLING STATION FOR KANSAS.

The Only Full-Time CBS Station in Kansas

KFH
WICHITA

CBS—5000 DAY • 1000 NIGHT • Call Any Edward Petry Office

Late Personal Notes

HARRY LUBCKE, chief television engineer of the Don Lee Network, has returned to the coast from New York where he filmed Comedian Maury Amsterdam as m.c. for a live talent variety show to be televised over the Don Lee video station W6XAO.

FRANK McCABE, formerly of World Broadcasting System, and previously a vice-president of United States Adv. Agency, Toledo, has been placed in charge of radio for the Arthur F. Rodriguez Adv. Agency, New York. The agency has been conducting a test radio campaign in New England for one of its new accounts, Barbara Daru cosmetics, New York.

TOM WALLACE, known as "Uncle Walter" on the *Uncle Walter's Dog House* radio program and executive vice-president of the Russel M. Seeds Co., handling the Brown & Williamson radio programs, was to leave Jan. 30 for a flying trip to the Pacific Coast in the interests of the tobacco company's radio account.

R. E. SMITH, formerly assistant advertising manager of Axton-Fisher Tobacco Co., Louisville, has been appointed advertising manager of the company.

HOWARD E. MOTT, 27, and Richard O'Hare, 26, law school graduates of last June, have joined the FCC Law Department as junior attorneys. Mr. Mott, a native of Arkansas, was graduated from Georgetown Law School and Mr. O'Hare of Massachusetts, is a graduate of Dartmouth and Harvard.

HUBBELL ROBINSON, head of the talent buying and program building department of Young & Rubicam Inc., New York, is in Hollywood for conferences with Joe Stauffer, manager there of the agency's production division.

ENOCH SQUIRES, formerly of WFBL, Syracuse, N. Y., has joined the news and production department of KOIN-KALE, Portland, Ore.

RICHARD L. EVANS, director of special events of KSL, Salt Lake City, has been awarded the local Junior Chamber of Commerce "Distinguished Service Award" for 1939. The award was voted for "outstanding community service in 1939".

DAVID E. SMILEY, publisher of the *Tampa Times*, operating WDAE, has been elected to honorary membership in the Tampa Bar Assn. in recognition of his community services.

WSAY
Rochester, N. Y.
goes
MUTUAL!

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

Practical School For Announcers

Opening for 4 *only* during 1940. Practical Experience. No text books. Individual coaching. 9 months course.

Low tuition.

RADIO STATION
WCAZ
Carthage, Ill.

Write Antoinette Palmer for particulars. List of successful graduates sent on application.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St. New York, N. Y.

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Janksy & Bailey
Russ Bldg. San Francisco, Cal.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesman, experienced, for regional eastern station with primary area of 300,000. Straight 20% commission basis. Box A670, BROADCASTING.

Salesmen: Opportunity experienced radio salesman with small Midwestern station. Market 300,000. If you can sell radio you can make money here. Don't expect immediate executive position. Send full details. Box A677, BROADCASTING.

Salesman young go-getter for local selling. Mid-western network station, thriving city 150,000. Experienced radio and agency executives in charge. Strong sales back-up. Commission and drawing account. Write details. Our staff has seen this. Box A669, BROADCASTING.

Situations Wanted

Combination man now working desires change to progressive station in Northwest. Box A674, BROADCASTING.

Announcer-News, programming and dramatic experience. Desire permanent situation. References. Recordings. Box A672, BROADCASTING.

Announcer experienced now working high powered regional desires change West Coast preferred. Box A673, BROADCASTING.

Experienced Announcer. Five years service. Ad-lib and sports a specialty. Write copy. Box A664, BROADCASTING.

Announcer - Program Director. Now employed. Experienced on sports. References. Box A665, BROADCASTING.

Sportscaster wants position with station handling play by play accounts, sports commentary. Box A671, BROADCASTING.

Station Executive: Manager, sales director. Knows production, promotion; efficient administrator. Box A678, BROADCASTING.

Announcer—5 years experience in sports, special events, news on 5 and 50 kw. stations. Desires permanent position. Married. Now employed. Box A666, BROADCASTING.

Announcer-Accompanist—Desires opportunity in radio station. Prefers West. Experience. Plays well. Writes. References. Good voice. Box A675, BROADCASTING.

Program or Production Manager: Six years varied radio experience at stations ranging from 100 to 50,000 watts. Presently with large metropolitan station. Box A667, BROADCASTING.

Announcer, operator. 2 years experience in Network outlets, really excellent utility man and salesman with good references. Own car, free to travel. Box A662, BROADCASTING.

Announcer: Young, experienced, college graduate, good voice, all sports, writes continuity, references, recordings. Box A661, BROADCASTING.

Situations Wanted (continued)

Operator—RCA graduate, radio telephone first, second telegraph. Five years experience in sales and operating. Desires operator's or engineer's post with any station. Box A668, BROADCASTING.

Only $12 a week will bring you a young man with real "Boy Scout" enthusiasm for work; experienced announcer small New York City station; will go anywhere in U. S. Write Box A676, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A658, BROADCASTING.

Graduate Engineer: Experienced in allocation work. Field intensity and antenna resistance, directional antenna design and installation, calculation of coverage and interference, etc. Also experienced as transmitter and studio operator. Excellent record. Box A659, BROADCASTING.

Owners of Radio Stations—I can bring in five hundred dollars ($500.00) per week selling spot announcements to the smaller merchants in your locality. May I discuss my plan? Bank and radio station references. Box A663, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau, Box 864, Denver, Colorado.

Program Director—experienced in Announcing, Continuity Writing and Publicity, Promotion and Production Directing — Married — College-Graduate — Employed—Good Habits—Press Book of Radio, Sports, Theater—Photo—Best References and Letters of Recommendation. Will accept very low wages on trial. Can guarantee results in Programming. Box A679, BROADCASTING.

Attention Station Executives. Ably experienced Radio Engineer, B.S.E.E., ten years afield, desires communicate with broadcast station needing Chief or Assistant Engineer. Broad experience including modern fifty, ten and five kilowatt transmitters, antenna work, studio equipment. Always employed by large concern but desire position now with broadcast station which can profit from such experience. Replies confidential. Box A680, BROADCASTING.

Wanted to Buy

Will buy or lease all or controlling interest in local station anywhere. Cash waiting. Box A660, BROADCASTING.

For Sale—Equipment

Two Universal Portable Cutters, complete with spiralling units, microscope, pick-up, etc. Practically new. Write Chicago Recording Co., La-Salle Wacker Bldg., Chicago.

Network Accounts

All time EST unless otherwise indicated.

New Business

CURTISS CANDY Co., New York (Baby Ruth candy bars), on Feb. 14 starts *Cash on Delivery* on 5 MBS stations, Wed., 8-8:30 p.m. Agency: Hellwig-Miller Co., N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 5 starts Don Ameche and variety program on 60 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Lennen & Mitchell, N. Y.

NATIONAL DAIRY PRODUCTS, New York (Sealtest milk), on March 7 starts *Rudy Vallee* on NBC-Red, Thurs., 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

GENERAL MILLS, Minneapolis (Corn Kix), on Jan. 28 replaces *Grouch Club* with *Beat the Band* on 29 NBC-Red stations, Sun., 6:30-7 p.m. Agency: Blackett-Sample-Hummert, Chicago.

CAMPBELL SOUP Co., Camden, New Jersey (tomato juice), on Jan. 22 started *Campbell's Short Short Story* on 49 CBS stations, Mon., Wed., Fri., 11-11:15 a.m. Agency: Ward Wheelock Co., Philadelphia.

NOXZEMA CHEMICAL Co. of Canada, Toronto, started Jan. 10 *Quiz of Two Cities* on CFRB, Toronto, and CKAC, Montreal, Wednesday, 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

FRANK W. HORNER Co., Quebec (beverage), on Jan. 18 starts *Laurentian Mountaineers* on CHRC, Quebec, and CKAC, Montreal, Thursday, 8:30-9 p.m. Agency: A. McKim Ltd., Montreal.

STAR-PEERLESS BREWING Co., Belleville, Ill., on Jan. 2 started transcribed show *Toast of the Town* daily on KTOK and entire Oklahoma Network. Agency: Major Adv. Agency, Oklahoma City.

BANK OF AMERICA National Trust & Savings Assn., San Francisco, on Jan. 28 started for 52 weeks *The Passing Parade* with John Nesbitt on 3 NBC-California Red and Blue stations (KECA KFSD KPO) Sun., 7-7:15 p.m., with repeat Tues., 9-9:15 p.m., on KFI, Los Angeles. Agency: Chas. R. Stuart, San Francisco.

Renewal Accounts

OHIO OIL CO., Findlay, O. (Marathon gas and oil), on March 1 renews *Marathon Melodies* for 13 weeks on a split NBC-Blue network of 11 stations, Fri., 10:30-11 p.m. Agency: Byer & Bowman Adv. Co., Columbus.

TOWNSEND PARTY of California, Los Angeles (political), on Jan. 31 started for 3 weeks only, political talk, on 16 California Don Lee stations, Wed., 5-5:15 p.m. (PST).

WSAY
Rochester, N. Y.
goes
MUTUAL!

Available soon daily—four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, *the 3rd greatest market of the nation's greatest state!* Wire collect for full details.

EFFECTIVENESS of radio was stressed by (l to r) Joe Jacobsen, director of sales, Thrifty Drug Co., Los Angeles (chain), and George L. Moskovics, CBS Pacific Coast director of sales promotion, when they addressed more than 1,000 sales employes of that firm recently at a "kick-off" rally at Columbia Square studios, Hollywood. Rally preceded start of the weekly quarter-hour transcribed program, *This Is Magic*, on KNX, Hollywood; KHJ, Los Angeles; and other Southern California stations on Jan. 15, under sponsorship of Thrifty Drug Co., operating 33 cut-rate stores in that territory. Rally was also utilized by CBS to merchandise programs of its other drug store product sponsors to the men and women behind Thrifty counters.

B. T. BABBITT Co., New York (Bab-O), on Feb. 19 renews *David Harum* on 40 NBC-Red stations, Mon. thru Fri. 11-11:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 4 renews *Manhattan Merry-Go-Round* on 38 NBC-Red stations, Sun., 9-9:30 p.m. Agency: Blackett - Sample - Hummert, N. Y.

GULF OIL Corp., Pittsburgh, on Feb. 4 renews *Screen Guild Theatre* on 65 CBS stations, Sun., 7:30 p.m. Agency: Young & Rubicam, N. Y.

STERLING PRODUCTS, New York (Ironized Yeast), on Jan. 21 renewed for 52 weeks *Original Good Will Hour* and dropped 16 TSN stations, making a total of 15 MBS stations, Don Lee Network, and 2 TSN stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

PACIFIC UNION CONFERENCE, Seventh Day Adventists, Los Angeles, (religious), on Jan. 7 renewed for 52 weeks, *Voice of Prophecy*, on 15 California Don Lee network stations and 4 Arizona Network stations, Sun., 9:15-9:45 p.m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

Network Changes

GENERAL FOODS Corp., New York (Maxwell House coffee), on March 7 shifts *Good News of 1940* on 85 NBC-Red stations, from 9-10 p.m. to 9-9:30 p.m. Agency: Benton & Bowles, N. Y.

CORN PRODUCTS REFINING Co., New York (Kre-mel, Linit), on Jan. 29 shifted *Society Girl* on 46 CBS stations, Mon. thru Fri., from 3:15-3:30 p.m. to 3-3:15 p.m. Agency: Hellwig-Miller, N. Y.

DETROLA Corp., Detroit (radios), on Jan. 26 ceased sponsorship of Fulton Lewis Jr. on 13 MBS stations, Mon., Wed., Fri., 10:30-10:45 p.m., 11:15-11:30 p.m. and 7-7:15 p.m.; during latter period Lewis continues sustaining or under local sponsorship on other MBS stations. Agency: Bass-Luckoff, Detroit.

LADY ESTHER Co., Evanston, Ill. (cosmetics), on Feb. 12 shifts *Lady Esther Serenade*, on 50 CBS stations, Mon., 10-10:30 p.m. (EST), from New York to Hollywood for six weeks or more. Agency: Pedlar & Ryan, N. Y.

Camels on Blue

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., is planning a half-hour program devoted to women's fashion and society notes on behalf of Camel cigarettes to start the end of February on NBC-Blue. The weekly program probably will be heard from 12 noon to 12:30 p. m., but details and name of the program have not been definitely settled. Wm. Esty & Co., New York, is agency.

VIC KNIGHT, Hollywood producer, has been signed to produce the *Rudy Vallee* program on NBC-Red, which starts March 7 under sponsorship of Sealtest Inc., subsidiary of National Dairy Products Corp., New York [see earlier story on page 32]. Although Sealtest is not merchandised on the Pacific Coast, the program will be released over KFI, Los Angeles.

CAMPBELL SOUP Co., Camden (soups), on Jan. 22 replaced *Brenda Curtis* with *Life Begins* on 56 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (rebroadcast, 2:30-2:45 p.m.). Agency: Ward Wheelock Co., Philadelphia.

GENERAL FOODS Corp., New York (La France, Satina), on Jan. 29 shifted *Joyce Jordan, Girl Interne* on 53 CBS stations from 3-3:15 p.m. to 2:15-2:30 p.m. (rebroadcast, 6:30-6:45 p.m.). Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Jan. 22 shifted *The Right to Happiness* from 19 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a.m. to 41 CBS stations Mon. thru Fri., 1:30-1:45 p.m. replacing *This Day is Ours*, which shifts to the 19 NBC-Blue stations at 10:15 a.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on March 1 shifts *What's My Name?* from 32 NBC-Red stations, Sat., 7-7:30 p.m. to Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

GREYHOUND MANAGEMENT Co., Cleveland (bus lines), on Feb. 16 starts *This Amazing America* on 49 NBC-Blue stations, Fri., 7-7:30 p.m. (CST). Agency: Beaumont & Hohman, Cleveland.

BEATRICE CREAMERIES, Chicago (Meadow Gold Products), on Jan. 22 started *Keep Fit to Music* on 4 MBS stations (WGN, CKLW, KFEL, KFOR), Mon. thru Fri., 10:30-10:45 a.m. (rebroadcast, 11:30-11:45 a.m. for West). Agency: Lord & Thomas, Chicago.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Jan. 15 resumed *Orphans of Divorce* on 46 NBC-Blue stations, Mon. thru Fri., 3-3:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

ALBERS BROS. MILLING Co., Seattle (Friskies dog food), on Jan. 14 started *The Adventure of Dr. Hunt* on 8 CBS Pacific stations, Sun., 2:30-2:45 p.m. Agency: Erwin, Wasey & Co., Seattle.

Sends Sales UP in
the Knoxville Market!

WNOX
SCRIPPS-HOWARD RADIO, INC.
5000 W. DAY
1000 W. NIGHT
Represented by
The
Branham
Company

CBS
1010 KC

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in
ELECTRICAL
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SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

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Studio Notes

WWL, New Orleans, on Jan. 15 started a new three-month series of daily goodwill programs for small towns in Louisiana and Mississippi. Using the WWL mobile unit, shortwave pack transmitter and transcription equipment, Woodrow Hattic, WWL director of agriculture, tours the countryside and presents the daily salutes direct from the towns, with local officials and talent participating. The programs are recorded, and a transcription presented each city.

UNIQUE institutional commercial on the Juster Clothing Co.'s regular weekly program on WCCO, Minneapolis, on Jan. 16 was transcribed excerpts of P. B. Juster's talk before the International Designers' Guild the week before. Juster had been one of the featured speakers at the Guild's meeting in New York, and two minutes of excerpts from his talk were transcribed and airmailed to the station in time to be fitted into the Tuesday program.

KOIN, Portland, Ore., early in January presented a half-hour broadcast remoted from the *Swordfish*, U. S. Navy submarine, during a stop in Portland harbor. Although the public was not allowed aboard the undersea craft, Stanley Church, KOIN public events director, secured permission for the broadcast, and with a portable microphone he inspected machinery and interviewed officers, giving as complete a description of the vessel as naval authorities allowed.

WKST, New Castle, Pa., in mid-January started a series of weekly script shows titled, *The Ghost Walks and Talks*, suggested by statements in a January magazine article referring to New Castle as a "ghost town". Produced in cooperation with local civic and business groups and the *New Castle News*, the series presents data on local commercial and industrial developments around a "Ghost of New Castle" character.

TROUPE of *Boone County Jamboree*, well-known feature of WLW, Cincinnati, has been signed for a series of theatre appearances throughout the Midwest during the winter season. In addition to earlier appearances this season, the troupe is to appear at Seymour, Ind., Feb. 2; Fort Wayne, Feb. 4; Napoleon, O., Feb. 5; Troy, O., Feb. 6; Marion and Bluffton, Ind., Feb. 7; Advance, Ind., Feb. 12; Zanesville, O., Feb. 14.

PAMPHLET containing a transcript of the recent CBS program titled *The Meaning of Goodwill* at Christmas has been released by the National Conference of Christians and Jews.

WNAX, Yankton, S. D., has started a Finnish Relief Fund drive of its own, urging listeners to mail contributions to the station, which deposits the funds in a local bank and then forwards them to the Finnish Legation in Washington for use in civilian relief. Developed by Ray Clark, WNAX news editor, the drive brought in several hundred dollars during its first days. Staff members started the campaign with individual contributions, which were matched dollar for dollar by the WNAX management.

TO MEET certain objections which the German-American Writers' Assn. has raised in connection with German radio programs in this country, the Association, of which Thomas Mann, noted German author, is president, has started its own series of weekly programs on WCNW, Brooklyn, to picture to American listeners the best elements of the cultural life of German civilization.

IN RESPONSE to demand from listeners, CBS on Jan. 28 resumed Ted Cott's Sunday afternoon music quiz program, *So You Think You Know Music*, which left the air Jan. 7. The program has been restored in its original form with Ted Cott quizzing four contestants and Leonard Liebling as arbiter.

TO CELEBRATE the fifth year in its present building, KOA, Denver, broadcast a special 30-minute program of Music Jan. 15 and in addition held open house for the week. Fox Intermountain Theatres cooperated by staging 30-minute revues four times daily from the stage of the Denver Theatre. KOA talent was featured, with Clarence Moore, station program director as m.c.

WSOY, Decatur, Ill., took the air for emergency broadcasts at 3 a.m. Jan. 14, describing a $150,000 fire in the downtown district. Lacking a mobile unit, three announcers took turns at touring the fire scene for 10 minutes, then returning to the studios, four blocks away, for a 5-minute descriptive broadcast. During the program Fire Chief Will Platt and Thomas Abrams, deputy State fire marshal, appeared for interviews and commentaries on the blaze. Participating in the program, heard from 3:08 to 4:51 a.m., were Bill McElvain, WSOY news editor, Announcers Berne Interline and Don Rodgers, and Engineers Milburn Stuckwish and Ralph Aldridge.

WOR, Newark, on Jan. 25 started regular broadcasts of the weekly luncheon meetings of the Advertising Club of New York, which are also heard on WMCA, New York, and the Intercity Network. WJZ, New York, and WNYC, New York's municipal station, also broadcast the Jan. 25th meeting.

RADIO TELEPHONE GAME

BIGGEST—HOTTEST—MOST SENSATIONAL SHOW ON THE AIR

•

BREAKS AUDIENCE RECORDS EVERYWHERE

•

A LIVE SHOW—EVERY LISTENER PARTICIPATES

•

MEETS ALL LEGAL REQUIREMENTS

•

AS USUAL, BECAUSE IT'S UNUSUAL,
IT'S PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

STUDENT announcers from the three Tulsa high schools, who handled mike tricks on KVOO during the annual KVOO *High School Day*, Jan. 25, were (l to r): first row; Bill Short, Bob Padgent, and Richard Adams; second row, Walter Foster and Jack Ware; third row, Dick Gustin, student program director, and Herman Brummett. The students were supervised by staff announcers.

Silent Tribute

UNIQUE cooperation with the President's Birthday Ball movement was registered by WSKB, McComb, Miss., when on Jan. 20 it signed off an hour earlier than usual to facilitate listening to the special Eddie Cantor program dedicated to the Birthday Ball cause. A closing announcement at the end of the shortened broadcast day called attention to the special program, carried by the national networks. WSKB explained that since it was in an area between New Orleans and Jackson that is particularly bothered with static, by going off the air it would enable local listeners to tune in the Cantor program more clearly.

KRGV, Weslaco, Tex., claims a record for its six-weekly man-on-street program, which in January completed its 66th week. Until Jan. 15 all the programs were broadcast from Harlingen, 20 miles from the studio, and McAllen, 16 miles away, and by Jan. 31 the announcers, engineers and equipment had traveled 14,256 miles. The last 54 programs have been transcribed rather than fed on lines, recording the interviews at 10 a.m. and broadcasting them at 11:30. so participants can hear themselves. The station plans to extend the program to cover 20 cities in the Rio Grande Valley.

WOWO-WGL, Fort Wayne, have sold to Lincoln Bank & Trust Co. their fifth and final basketball package, the State Catholic High School Tournament.

STAFF orchestra of WRC-WMAL, Washington, D. C., with Gene Archer and Lynn Allison, vocalists, entertained Jan. 24 at the convention banquet of the National Assn. of Auto Dealers, meeting in Washington Jan. 23-25. During their appearance, Miss Allison and Archer, accompanied by the orchestra under direction of Morgan Baer, broadcast direct from the banquet hall on WRC.

BASE rate of KGGM, Albuquerque, N. M., and of WKAQ, San Juan, P. R., for CBS broadcasts have been reduced to $100 and $125 per nighttime hour, respectively, according to an annuoncement by William C. Gittinger, CBS vice-president in charge of sales. Effective immediately, night rates for KGGM, for hour, half-hour and quarter-hour are $100, $60 and $40; day rates $50, $30 and $20. In addition, CBS program on KGGM also will be carried on KVSF, Santa Fe., N. M., at no additional cost. Reduced rates for WKAQ, made possible through lower charges for point-to-point transmission from Miami to Puerto Rico, range from $125, $75 and $50 for night time to $63, $38 and $25 for day time.

WMSL, formerly WMFO, Decatur, Ala., on Jan. 29 began operation under its new 250-watt unlimited assignment, also transferring to its new studio and transmitter setup. The new quarters, located on the street floor of the Mutual Savings Life Bldg., house commercial and executive offices, reception room, a 100-seat auditorium, two studios, control room and transmitter room. The 150-foot Wincharger vertical antenna, atop the building, extends 210 feet above ground level. The system was designed and installed by General Manager Ted R. Woodward and Ted Jeffries, chief engineer. Studio equipment includes a new Gates console and RCA microphones.

SIMULATED newsroom of WBAL, Baltimore, will be on display again in windows of three downtown department stores, starting Feb. 5. Both INS and UP teletype machines will be installed in the window, as well as microphones, clocks and other paraphernalia of the news room. A WBAL announcer will be on duty in the window at all times, and all the station's news broadcasts from 9 a.m. to 9 p.m. will originate from the display. Loud speakers will carry the broadcasts to sidewalk watchers.

WWJ, Detroit, on Jan. 20 carried two remote pickups from the winter sports festival in Alpena, Mich. Paul Williams and Jim Eberle, staff announcers, were sent to the Northern Michigan snow carnival to handle the two quarter-hour broadcasts.

TIM DOOLITTLE and his oldtime orchestra, for 10 years an early morning feature on WJR, Detroit, is making 30 personal appearances in Michicago county seat towns for International Harvester Co. Dealers will stage special exhibits of the company's farm machinery.

WIBC, Indianapolis, in cooperation with the local Junior League, carried a series of remote programs from Riley Hospital, children's hospital specializing in treatment of infantile paralysis, to promote the national drive for contributions to the President's Birthday Ball Fund. The programs include interviews and talks by various Junior Leaguers, as well as doctors, nurses and patients.

WDAY, Fargo, N. D., to accommodate constantly increasing crowds attending its *Hayloft Jamboree* program recently moved the originating point of the show for the third time. Presented originally at the studio, for the last three months it has been staged in the auditorium of the Gardner Hotel, and now it is held on the stage of the Fargo Theatre, with a seating capacity of 3,000.

AS A RESULT of five brief announcements broadcast during the weekend over CFCF, Montreal, 800 amateurs appeared at the King's Hall Studios for audition. Radio police and four stalwarts of the Montreal Police Department were hurriedly pressed into service, as well as the station's full announcing and technical staff. Many hours of separating wheat from chaff resulted in a very high percentage of worthwhile talent, which will be featured on future broadcasts of the Ken Soble *Amateur Hour*, currently running on a network of Canadian stations under the sponsorship of Grad Cigarettes.

KQV, Pittsburgh, during 1939 increased its local business 35% and its national volume 57% over 1938, according to a statement by John Laux, KQV manager.

MORE than 1,300 letters have been received by WHN, New York, in answer to the contest for the best letter on "Why I like the Americans or the Rangers", announced by Bert Lee during the National League hockey broadcasts, which are sponsored by Gillette Safety Razor Co., Boston. The letters were so good that the original prizes of three pairs of tickets to a game were increased to ten pairs. Also distributed but unannounced were consolation awards of composite pictures of the teams.

CJLS, Yarmouth, N. S., is collaborating with Greyhound Lines, Wagner Tours Ltd. and other bus lines in presenting a two-person all-expense tour to Toronto for the National Hockey League playoffs in the spring. The contest is open to all who make purchases at any of three local co-sponsors. Weekly winners compete in a sports quiz finale to determine winner of the $200 trip.

EFFECTIVE with its recent change to fulltime operation, using 5 kw. daytime and 1 kw. night power on 710 kc., KMPC, Beverly Hills, has established new rates, based on $200 per evening hour. Station is now available to CBS advertisers as an alternate or additional station to KNX, Los Angeles.

AS A SERVICE to listeners in Mexico, KOY, Phoenix, has launched a daily quarter-hour Spanish news program, which features translated Transradio News. Ralph Gaxiola, Spanish-speaking staff member, is commentator.

Philco's Commentator

PHILCO Distributors, New York Division, on Jan. 29 started a series of thrice weekly programs, featuring Wythe Williams, noted author, foreign correspondent and newspaper editor, on WOR, Newark, in the interest of Philco dealers in metropolitan New York and New Jersey. Titled *As the Clock Strikes*, the program is heard Mondays, Wednesdays and Fridays, 7:15-7:30 p.m., with Williams, currently editor of *Greenwich Time*, Connecticut daily, analyzing and predicting national and international news. Frank Gallop has been borrowed from CBS to handle the commercials, which will promote Philco radio phonographs, refrigerators and air conditioning. Philco Distributors was on WOR last in the fall of 1937 with *Master Detective Stories* and is using this new series as a test campaign with probable expansion. McKee & Albright, Philadelphia, is the agency.

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Spot Announcements
for
LOCAL Advertisers
We Supply
SCRIPT • CAST
SOUND EFFECTS
Walter Patrick Kelly
RKO Bldg • Radio City • New York

Radio AND Education

FIVE more States—Virginia, Missouri, Florida, North Carolina and Connecticut—have officially adopted the CBS *American School of the Air* program as part of their curriculum for classroom use, bringing the total number of States using the program in their schools to 11. Sterling Fisher, CBS director of education, also reports that New Orleans has recently been added to the scores of cities that have so adopted the broadcasts. Mrs. Lavinia S. Schwartz, CBS education director in the Midwest, has arranged a demonstration broadcast of the CBS *American School of the Air* program before the NEA convention to be held Feb. 23 at the Palmer House, Chicago.

WRVA, Richmond, Va., recently played host to 25 students of speech at Thomas Jefferson High School, who during their visit each made a two-minute transcribed talk. The station presented the recordings to the class' teacher, Miss Ida M. Butcher, and they are to be played back to the students with errors pointed out. At the end of the school term WRVA again will record their voices and compare performances to show improvement.

H. S. SWARTWOOD Jr., educational director of KOIN, Portland, Ore., has announced as members of the KOIN-KALE educational advisory board Dr. Alexander Goldenweiser, Oregon U Extension, chairman; Dr. Ralph E. Dugdale, superintendent of schools; Mrs. Harry George, president, Portland PTA; Dean Alfred Powers, General Extension System of Oregon State System of Higher Education; Dr. George Bernard Noble, Reed College; Michael J. Early, president, Portland U.

WCAR, Pontiac, Mich., early in January started a new series of dramatic broadcasts produced by Wayne U Broadcasting Guild, consisting of biographical sketches of persons who have made big contributions to world advancement, but whose feats are not well known. This is the third current series to originate from the new Guild studios on the Wayne U campus. The others are an older dramatic series heard on WMBC and *Short Story Time* on WXYZ, Detroit.

WBT, Charlotte, N. C., will produce a presentation of the CBS *American School of the Air* before a meeting of the South Carolina Education Assn. to be held in Greenville, S. C., March 14. The demonstration is designed to show how high schools may utilize network educational features in classroom work. More than 6,000 South Carolina educators are expected at the meeting. Caldwell Cline, of WBT, will handle production of the show.

DENVER U speech students will debate important current issues on the new forum program, *Design for Democracy*, to start Feb. 4 on KFEL, Denver. Prominent educators and personages will be occasional guests. Arrangements for the Sunday feature were made by Robert Hudson, director of the newly-formed Rocky Mountain Radio Council, organization designed to coordinate radio activities of all schools in the Rocky Mountain region.

KFRU
●
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri
●

CULMINATING a series of experimental auditions of programs built with the idea of making educational broadcasts as interesting as commercials, the Department of Government Management, School of Commerce, University of Denver, on Jan. 15 started a weekly half hour program, *You Make America*, on KOA, Denver. The Alfred P. Sloan Foundation is supporting this new broadcasting activity, which is under supervision of Prof. A. D. H. Kaplan, with Roscoe K. Stockton, instructor of radio broadcasting, as radio director. Forbes Parkhill, is assisting on scripts and production. Subjects presented during the series are highly controversial and approximately three broadcasts will be devoted to each separate problem. Equal opportunity will be given both sides of an issue. Each subject will be supplemented by a booklet summarizing material which has been discussed during the broadcasts. Professional radio talent will be used for dramatic sequences.

ARCH OBOLER, author-producer of *Arch Oboler's Plays* on NBC-Red, has been named final judge in the undergraduate division of the Wayne U Broadcasting Guild's second annual script-writing contest. Mel Wissman, program director, and Myron Golden, educational director of WWJ, Detroit, are judges in the other division, open to part-time and graduate students. Prizes, awarded by WWJ, include $25 first prize, $10 second and $5 third. Last year's competition attracted about 40 contest scripts, and double that number are expected this year. Two previous winners, Robert Deisley and Earl Gormaine, are now writing professionally.

WEEKLY CBS broadcast titled *Of Men & Books*, with Prof. John T. Frederick, will form the basis of a new full-credit course to be offered during the second semester by Northwestern U. Broadcasts will originate in the classroom and prominent authors will be interviewed. Beginning Feb. 6, the series will be introduced by Sterling Fisher, CBS educational director, and Dr. Lyman Bryson, chairman of CBS adult education board.

CHICAGO U on Feb. 3 returns to the air with *The Human Adventure*. The educational series produced in collaboration with CBS will be aired on Saturday afternoon, 5-5:30 p.m. (EST) on a coast-to-coast CBS network. Last summer the series was aired for eight weeks as an hour show. The present series will be half-hour, and each broadcast is designed to present a complete story of a scientific discovery. Brewster Morgan is director of *The Human Adventure*, with Sherman Dryer, Chicago U radio director, collaborating.

NORTH CAROLINA U, Chapel Hill, on Jan. 15 inaugurated its new radio studio with the first of a series of regular Monday and Tuesday evening broadcasts on the three-station Tar Heel Network hookup—WBIG, Greensboro; WDNC, Durham, and WSJS, Winston-Salem. The new studio is operated under direction of the University Extension Division, of which Russell M. Grumman is director. Other stations are to be added to the hookup as the program schedule expands, and several national broadcasts have been planned.

MONTANA State U is producing two new educational programs on KGVO, Missoula—*Campus Congress*, a twice-weekly half-hour presenting informal student discussions of local and national affairs, and *University Round Table*, on which faculty members discuss current problems.

Propaganda, Television In College Radio Course

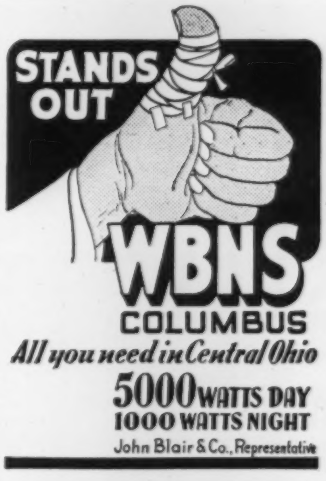
SECOND semester of evening courses in radio broadcasting at the College of the City of New York will start Feb. 13 directed by Seymour N. Siegel, program director of WNYC, New York's municipal station, and assisted by Dorothy N. Davids, newly-appointed radio consultant to New York U. The analysis of propaganda on the air and the theory and practice of television will be introduced this semester, while the production workshop will highlight the techniques of writing and directing radio scripts.

Guest lecturers include: Victor Ratner, CBS director of sales promotion; Davidson Taylor, assistant to W. B. Lewis, CBS vice-president in charge of broadcasts; J. Harrison Hartley, NBC assistant director of special events; J. R. Poppele, chief engineer of WOR, Newark; Edward Padula of the NBC television department; Norton Cotterill, vice-president of WBS; Dr. Herman Hettinger, professor of merchandising at the Wharton School, Pennsylvania U; Dr. Clyde Miller of Columbia U, and secretary of the Institute for Propaganda Analysis.

New York U Classes

EVENING courses in Radio Writing and Production will be continued during the second semester at New York U, starting Feb. 16. Classes include "Radio Writing," conducted by Robert A. Simon, director of continuity, WOR, Newark; "Radio Writing — Special Problems of the Sponsor and Agency," by Kenneth Webb, president of the Radio Writers Guild; "Radio Production," by Earle L. McGill, CBS casting director; "Studio Course in Radio Production and Direction," also by Mr. McGill; "Educational Radio," by Philip H. Cohen, production director of the radio division of the U. S. Office of Education; "New York University Radio Players," directed by Robert S. Emerson, assistant professor in charge of radio.

H. M. BEVILLE, NBC director of research, is conducting a class in radio research with some 12 members of the network's guide staff and mail room as students. Class meets Thursdays, 5 to 6 p.m., with talks on various features of the subject by Beville or guest speakers, followed by questions. Students, selected from NBC's junior employes on a basis of interest and aptitude, will be first in line for vacancies in the statistical and research division.



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COLUMBUS
All you need in Central Ohio
5000 WATTS DAY
1000 WATTS NIGHT
John Blair & Co., Representative

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 13 TO JANUARY 30, INCLUSIVE

Decisions . . .

JANUARY 13

MISCELLANEOUS—WPIC, Sharon, Pa., granted intervention & consolidation hearings on applic. Springfield Radio Service, Springfield, O.; G. D. Gillett, Washington, granted continuance hearings re Regan & Bostwick, St. Albans, Vt., renewal applic., and John H. Stenger Jr., Wilkes-Barre, Pa., renewal applic.

JANUARY 15

MISCELLANEOUS — WPAD, Peducah, Ky., granted license new trans., etc.; KHBG, Okmulgee, Okla., granted license increase power, etc.; WCAR, Pontiac, Mich., granted license new station.

JANUARY 16

MISCELLANEOUS—WPRO, Providence, R. I., granted license aux. trans., also increase power, move main trans., etc., directional N 1-5 kw unl.; WILM, Wilmington, Del., granted license increase power; KSTP, St. Paul, granted mod. CP new trans., increase power, to ask extension of time; KDAL, Duluth, granted license increase power etc.; WFMJ, Youngstown, granted license increase power; W2XB, New Scotland, N. Y., granted video license; WRTD, Richmond, Va., oral argument set 2-1-40.

JANUARY 18

NEW, Independent Merchants Bcstg. Co., Minneapolis—CP 1300 kc 1 kw unl. directional.

NEW, Marysville-Yuba City Bcstrs., Marysville, Cal.—Granted CP 1420 kc 100 w unl.

MISCELLANEOUS—Thumb Bcstg. Co., Brown City, Mich., order of 11-8-39 denying applic. CP 880 kc 1 kw D set aside, applic. remanded for further hearing with 250 w; Lookout Mountain Co. of Georgia, granted petition set applic. for hearing; KGKO, Fort Worth, denied rehearing re applic. KRRV, Sherman, for CP move locally, change freq. to 880 kc, increase 250 w D to 1 kw unl., granted 11-8-39; KVIC, Victoria, Tex., granted CP 1310 kc 100-250 w unl.; WRVA, Richmond, Va., granted CP aux. trans.; WSAV, Savannah, granted license new station; WBOW, Terre Haute, Ind., granted license increase power, change freq.; KWOC, Poplar Bluff, Mo., granted license increase power, change freq.; KUTA, Salt Lake City, granted license increase power; KVNU, Logan, Utah, granted license increase power; WKNY, Kingston, N. Y., granted mod. license move studio and for new station; WAZL, Hazleton, Pa., granted license increase power; KMBC, Kansas City, granted mod. CP increase N to 5 kw etc.; WGNY, Newburgh, N. Y., granted mod. license to WGNY Bcstg. Co.

JANUARY 19

MISCELLANEOUS — Edward J. Doyle, Rochester, N. Y., granted motion amend applic. to 1340 kc 1 kw unl.; Cuyahuoga Valley Bcstg. Co., Cleveland, granted leave amend applic. to 1270 kc 1 kw; WUTK, Utica, N. Y., granted motion dismiss without prejudice applic. CP 1420 kc 100-250 w unl.; Metropolitan Bcstg. Corp., New York, granted continuance hearing 30 days on applic. voluntary assignment license of WINS; WWRL, Woodside, Long Island, N. Y., granted continuance time to file proposed findings and conclusions in Brooklyn cases.

JANUARY 22

MISCELLANEOUS — CBS, New York, granted temp. auth. rebroadcast Ford Sunday Evening Hour to Mexico; KFBI, Wichita, granted mod. CP for new trans.; WHOP, Hopkinsville, Ky., granted license new station 1200 kc 250 w unl.

JANUARY 25

NEW, Presque Isle Bcstg. Co., Erie, Pa. —Granted (tentative) CP 1500 kc 100-250 w unl.

NEW, Clarence H. Frey, Robert O. Greever, Logan, W. Va.—Granted CP 1200 kc 100 w D.

NEW, Union Bcstg. Co., Scranton, Pa. —Granted CP 1370 kc 100-250 w unl.

NEW, Harry Jackson, Harrisburg, Pa. —Denied CP experimental high-freq. 40 w.

KUMA, Yuma, Ariz.—Revocation of license made final after allowing Albert H. Schermann, licensee, to withdraw applic. for hearing; effective 2-1-40.

WHEB, Portsmouth, N. H.—Granted CP move studio, trans., new equip., radiator, increase to 1 kw D, 740 kc.

KFVD, Fort Dodge, Ia.—Granted mod. CP to 250 w N.

KXOX, Sweetwater, Tex.—Granted mod. license to 250 w unl.

KPLT, Paris, Tex.—Granted auth. transfer control to Mary Joe Mayse.

WADC, Akron—Granted CP directional, increase to 5 kw unl., move studio, trans.

NEW, Symons Bcstg. Co., Spokane, Wash.—Granted CP facsimile 100 w.

CBS, New York—Granted auth. transmit Ford Sunday Evening Hour to Mexico.

KROD, El Paso—Granted mod. CP increase to 250 w, new trans., change antenna, studio.

SET FOR HEARING—WLLH, Lawrence, Mass., extension exp. auth. synchronize; WGRC, New Albany, Ind., applic mod. license move studio to Louisville.

TEMPORARY RENEWALS — KIEV, Glendale, Cal.; WJAG, Norfolk, Neb.; KWJJ, Portland, Ore.; WSAL, Salisbury, Md.; KFQD, Anchorage, Alaska.

MISCELLANEOUS—WBHP, Huntsville, Ala., denied reconsideration and grant without hearing applic. renewal license.

JANUARY 26

NEW, Anthracite Bcstg. Co., Scranton, Pa.—Set for hearing applic. CP 1370 kc 250 w unl.

JANUARY 27

NEW, M. C. Reese, Phoenix, Ariz.—Granted CP 1200 kc 100-250 w.

WRTD, Richmond, Va.—Postponed oral argument on CP change freq., etc., to 2-8-40.

JANUARY 29

MISCELLANEOUS — WHBY, Appleton, Wis., granted license new trans., antenna; KGMB, Honolulu, granted mod. CP change freq., increase power, re completion date; KVGB, Great Bend, Kan., granted license increase to 250 w unl., 1370 kc; KPAC, Port Arthur, Tex., granted license new trans., change freq., hours, antenna, 1220 kc 500 w unl.; KORN, Fremont, Neb., granted license 1370 kc 100-250 w unl.; KLSM, LaGrande, Ore., granted CP change equip.; WJBO, Baton Rouge, La., granted license increase to 1 kw, 1120 kc unl.; NEW, Springfield Radio Service, Springfield, O., continued without date hearing scheduled 2-5-40.

JANUARY 30

WCKY, Cincinnati—Granted auth. transfer control from George L. Hill and C. D. Seiler to L. B. Wilson.

KADA, Ada, Okla.—Granted CP increase to 250 w.

MISCELLANEOUS — NEW, Miami Bcstg. Co., Miami, Fla., CP 1420 kc 250 w unl.; NEW, W. Va. Newspaper Pub. Co., Morgantown, CP 1200 kc 250 w unl.; WMBQ, etc., Brooklyn, extended date Provision 3 of order of 12-5-39 30 days from 1-30-40; WPRA, Mayaguez, P. R., denied reopening of case re applic. Portorican American Bcstg. Co. new station, which was granted 12-12-39; WPRP, Ponce, P. R., denied request vacate decision of 12-12-39 and set applic. Portorican American Bcstg. Co. for hearing; Samuel M. Emison, Vincennes, Ind., denied rehearing applic. new station to Vincennes Newspapers Inc., granted 11-22-39; WNYC, New York, set for hearing applic. increase time.

TEMPORARY RENEWALS—WSB KGKY KTHS WHO WLB WMFJ KGBU WKAT KSUB. In addition these stations were renewed temporarily to Aug. 1 [see story on page 16]:

KFBI KFBK KFEQ KFVD KGDM KGU KIRO KJBS KMMJ KMPC KNX KOAM KOB KOMA KOWH KPO KRLD KSL KSTP KTRB KVOO KWKH KXA KYOS KMOX WABC WBAL WBAP WBBM WBT WCAL WCAU WCAZ WCBD WCCO WCFL WCKY WDGY WDZ WEAU WEEU WEW WFAA WGAN WGN WHAM WHAS WHB WHDH WHEB WHKC WIBC WIBG WINS WJJD WJR WJSV WKAR WLAC WLAW WLS WMAZ WMBI WNYC WOAI WOI WOR WPTF WRUF WRVA WSAZ WSM WSPR WTAM WTBO WTIC WWVA WMFR WSOC WTOL KGFI KTEM WFOR WLLH WSVS WGIL KCRJ KRE WMSD WPRP WTMC KSOO WMAQ WENR WEAF WJZ WLW KFAB WOWO WHIP WKBW KFI KJR KGA KOA KGO KEX WEAF WJZ.

Applications . . .

JANUARY 16

W1XK, Boston—Mod. CP move trans. site.

WMJM, Cordele, Ga.—Mod. CP re equip.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—CP 680 kc 250 w D, amended to 1310 kc 100 w unl.

KECA, Los Angeles—CP increase to 5 kw unl., directional N.

WMEX, Boston—Mod. CP increase power, change freq., asking antenna changes.

NEW, W. G. H. Finch, New York—CP high-freq. station 1 kw.

NEW, God's Bible School & College, Cincinnati—CP high-freq. 60 kw.

NEW, Fort Industry Co., Cleveland—CP 810 kc 1 kw D, amended to 900 kc 5 kw unl.

WTMJ, Milwaukee—CP directional N, increase to 5 kw unl.

NEW, Mosby's Inc., Anaconda, Mon.—CP 1110 kc 500 w 1 kw D unl.

JANUARY 19

WPAR, Parkersburg, W. Va. — CP increase to 250 w, new trans.

WHIS, Bluefield, W. Va. — CP new trans., increase to 1-5 kw.

WAGA, Atlanta—Auth. transfer control to James M. Cox Jr.

NEW, MBS Bcstg. Co., Omaha—CP 1500 kc 250 w unl.

KGHL, Billings, Mont.—CP directional N, increase to 5 kw N & D.

NEW, Capital Bcstg. Co., Washington—CP 1240 kc 250 w unl., amended to 1310 kc.

KFH, Wichita—CP increase to 5 kw N & D, directional N.

A Railroad Televises

B. & O., nation's oldest railroad, is the first to experiment with the newest form of advertising, television. In cooperation with NBC, B. & O. on Jan. 31 presented a telecast of its history, beginning with its founding in 1827. Models of famous trains were shown and a stewardess-nurse explained new services. A chorus of employes furnished interludes. Program was directed by Warren Wade of NBC.

JANUARY 22

NEW, Utica Observer-Dispatch, Utica, N. Y.—CP 1420 kc 250 w unl.

WAAT, Jersey City—CP new trans., directional N, change hours to unl., increase to 1 kw N & D, move trans.

WSYR, Syracuse—CP new trans., directional antenna, increase to 5 kw.

WJR, Detroit—CP high-freq. 1 kw unl.

KTBC, Austin, Tex.—Auth. transfer control to J. M. West, J. Marion West and P. M. Stevenson.

KOMA, Oklahoma City—CP new trans., directional antenna N, increase to 50 kw, move trans.

KWBD, Plainview, Tex.—Mod. CP as mod. new station, asking new trans. etc.

KGNF, North Platte, Neb.—CP change equip.

JANUARY 23

WCKY, Cincinnati—Auth. transfer control from George L. Hill and C. D. Seiler to L. B. Wilson.

WTMC, Ocala, Fla.—CP increase to 250 w.

WGTC, Greenville, N. C.—Mod. CP new antenna, studio sites.

KMO, Tacoma, Wash.—CP new trans., increase 1 to 5 kw.

JANUARY 26

NEW, Edward J. Doyle, Rochester, N. Y. —CP 1270 kc 500 w D, amended to 1340 kc 1 kw unl., directional.

WCOP, Boston — CP directional N, change to 500 w unl.

WLAW, Lawrence, Mass. — CP new trans., directional, increase to 5 kw unl.

WMBS, Uniontown, Pa.—CP new trans., directional N, change to 590 kc 1 kw.

NEW, Cuyahoga Valley Bcstg. Co., Cleveland—CP 1500 kc 100 w D, amended to 1270 kc 1 kw, change equip.

NEW, R. E. Troxler, High Point, N. C. —CP 630 kc 500 w D.

JANUARY 29

NEW, Peninsula Bcstg. Co., Salisbury, Md.—CP 1200 kc 250 w unl., asks WSAL facilities.

NEW, Cherry & Webb Bcstg. Co., Providence—CP 1 kw high-freq.

NEW, Cincinnati Times-Star Co., Cincinnati—CP high-freq. 1 kw unl.

WTAW, College Station, Tex.—CP new antenna, move trans.

WSAV, Savannah—Mod. license to 250 w.

KGNF, North Platte, Neb.—Mod. license D to unl., 1 kw.

Relay System for Television Ready for Public, RCA Says

THE RADIO relay method of transmitting television signals is technically ready for application in public service, RGA announced Jan. 30. Tests with an experimental system between the Empire State Bldg. transmitter in New York and River Head, Long Island, conducted for nearly a year, have convinced RCA engineers that it is now feasible to set up a radio relay system linking New York with Washington or Boston and intermediate points.

The relay system will give television the equivalent of the wire networks of sound broadcasting, according to RCA. In the experimental system, relay points were located at Hauppague, 45 miles from the Empire State Bldg., and Rocky Point, 15 miles from Hauppague and 15 miles from River Head.

Each relay station contains both receiving and transmitting devices mounted on a 100-foot steel tower. Antennas are of parabolic type necessary for the highly directional transmission use. Power required is 10 watts or less. The distance between relay points, while varying according to terrain, would probably average about 30 miles.

The stations operate unattended, with the receiver in operation all the time, automatically picking up and retransmitting the control signal. Frequency used is about 500 megacycles. NBC's signal, leaving the Empire State Bldg. on 42.5 mc. is changed to 500 mc. at Hauppague, first relay point, continuing at that frequency throughout the system except at terminal stations where the signal is reconverted to a lower frequency for broadcasting.

The new system is the result of years of research, according to RCA.

WILLIAM C. EDDY, NBC video effects man, has perfected a kaleidoscopic effect that is used for intermissions on television programs as the visual equivalent of musical interludes in sound broadcasting. Introduction of the device on recent telecasts from W2XBS, NBC video station in New York, resulted in numerous letters of praise from the television audience.

NATIONAL Labor Relations Board on Jan. 30 certified Local No. 913, Radio Broadcast & Engineers Union, IBEW (AFL) as sole bargaining agency selected by technicians of WQXR, New York.

Conrad to Receive Medal For Pioneer Radio Work

DR. FRANK CONRAD, assistant chief engineer of Westinghouse Electric & Mfg. Co., Pittsburgh, will receive the 1940 gold medal of the American Institute of the City of New York in recognition of "his pioneering work in short-wave radio and frequency modulation and for his guiding genius developing the world's first radio broadcasting system." Presentation of the medal will be made Feb. 1 at the Hotel Pierre, New York, by Robert T. Pollock, president of the Institute, who will also present the Institute's annual fellowship to William L. Lawrence, science news reporter of the *New York Times*.

Dr. Conrad

David Sarnoff, president of RCA, will introduce Dr. Conrad, who will speak on "The Story of Short Waves," after which a demonstration of the development of short-wave broadcasting will be offered in his honor by C. W. Horn, assistant vice-president and director of research and development of NBC.

RECORDING CONSENT BILL IN NEW YORK

A BILL to prevent the commercial recording of any broadcast without the consent of the performers has been introduced in the New York Senate by Senator Charles D. Perry (D.) of Manhattan, with the backing of the National Assn. of Performing Artists. A similar measure was passed by the State Senate last March by a 47-to-1 vote, but was still in the hands of the Assembly when the Legislature adjourned. New measure, which is purely penal and gives no new civil rights to the artists, reads as follows:

> Unauthorized recording of radio broadcast: Any person who, for the purpose of pecuniary gain, shall (a) Record in this State any broadcast emanating from any broadcasting station without the consent in writing of the performer or performers broadcasting the same; or (b) offer for sale, sell, lease or license any recording of any broadcast obtained and taken without the consent and permission in writing of the said person or persons broadcasting the same; or (c) have in his possession for the purpose of sale, lease or license any recording of any broadcast obtained and taken without the consent and permission in writing of the said person or persons broadcasting the same; is guilty of larceny and punishable accordingly; and any records of any recording made in violation of this section may be seized on a warrant issued as provided in the code of criminal procedure, and the court or any judge or justice thereof may, on proper cause shown, order the destruction of such records.

UNIVERSAL
Handi-Mikes

Press-to-talk (illus.), push button or snap switch. Crystal, dynamic or carbon. For gen. use, sm. transmitters, call systems, p. a. work, amateurs, remote control, police cars, spec. events, and other uses. Clean cut speech reproduction. Six ft. 2-conductor cord. Circuit diagram. Available sev. switch and circuit combinations.

UNIVERSAL
MICROPHONE
CO. LTD
424 Warren Lane Inglewood, Calif., U.S.A.

FCC Duties Expand

(*Continued from page 47*)

tions of Mr. Connery, Chairman Fly wrote:

"If you have any facts whatever upon which to base your 'understanding' that the Missionary Society of St. Paul (WLWL) found it advisable to dispose of their station because of the 'chicanery of certain network operators with certain members' of the Commission who 'seemingly comply with the wishes of these profiteers holding Government franchises', may we request that you furnish those facts to us so the Commission may take appropriate action. Realizing the gravity of these statements, we are sure you will appreciate the importance of supplying those facts to the Commission."

The question of the speedy FCC approval of the transfer of WSB, Atlanta 50,000-watter and of a 40% interest in WAGA, sister station, to interests headed by former Gov. James M. Cox of Ohio was raised by Mr. Wigglesworth. Leading up to his inquiry, he asked how long it took the average application to pass through the Commission, to which Messrs. Fly and Dempsey replied between two and three months. Then he popped the Atlanta question.

"Oh, that is a transfer I think you have in mind," Chairman Fly responded. "That involved a few days' time. That is an existing station. It is a good station, well managed and in good shape. That required a very brief time."

When Mr. Wigglesworth asked for the actual time, Mr. Fly said the information would be supplied later. The data inserted in the record showed that the application for transfer was received Dec. 8, 1939, and granted Dec. 12.

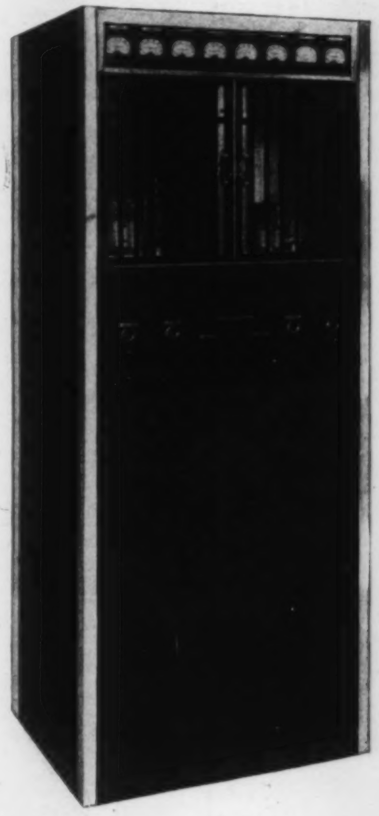
Jests Using Spots

JESTS Inc., Brooklyn, a subsidiary of Ex-Lax Mfg. Co., is using daily station-break announcements on four New York stations, WNEW, WHN, WMCA and WQXR, in connection with its campaign of sending free samples of the antacid tablets to the entire list of telephone subscribers in the New York metropolitan area. The company has also been using announcements on stations in six other cities outside of New York since last May, but no plans for large scale national promotion have been made as yet. Joseph Katz Co., New York, is agency.

"THE CRYSTAL SPECIALISTS SINCE 1925"
NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND


EASE THAT BUDGET
the
"Gatesway"

Both new and established broadcasters are learning more every day through the engineering grapevine that the new Gates American 250-A Broadcast Transmitter is the one and only way to keep top-notch quality without taking all the elasticity out of the budget. The daily increasing popularity of the 250-A Transmitting Plant is simply because it is the "Complete Transmitter." Equipment that is considered extra by others is all supplied without added cost when you buy Gates American. If you are planning modernization it will pay you to investigate the "Gatesway" to better equipment and easing the budget.

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

"YOU'RE ON THE AIR"
A booklet just off the press giving pertinent engineering information for every broadcaster planning modernization. Yours for the asking.

Baker Sentenced For Mail Fraud

XENT Operator, Associates Guilty in Federal Court

NORMAN BAKER, 56, onetime operator of KTNT, Muscatine, Ia., who since 1931, when that station was ordered off the air by the Federal Radio Commission, has been operating XENT, Nuevo Laredo, Mexico, was found guilty Jan. 24 by a jury in Federal district court at Little Rock, Ark., of using the mails to defraud in advertising a purported cancer cure. He was sentenced to a four-year prison term by Federal Judge Trimble. Two associates of the Baker hospital at Eureka Springs, Ark., were also convicted and drew lighter sentences.

Baker and his associates were charged with mailing 375,000 pamphlets from Eureka Springs and 400,000 from Chicago and publishing 'TNT' (The Naked Truth) carrying accounts of alleged successful treatments of cancer. During the 14-day trial he appeared in court wearing a lavender shirt, a sartorial effect for which he also was prominent during his Washington hearings on revocation of his license.

Baker's lawyers, in arguing for bond lower than $25,000 pending appeal, said that advertising contracts for the cancer cure, including programs on XENT, would be cancelled. He was sent to jail Jan. 29 after the court had denied bail pending appeal.

Baker moved his radio activities to Mexico in 1931 but continued operating two hospitals in the United States. In 1932 he was Farmer-Labor candidate for governor of Iowa, and in 1936 sought the Republican nomination for United States Senator. In 1935 he was arrested in Muscatine on charges of conspiracy to violate medical practice laws, and was fined $50 and sentenced to one day in jail. Later he was convicted in Muscatine for practicing medicine without a license and was sentenced to one day in jail and a $1,000 fine.

Major Networks Feature Birthday Ball Broadcast

THE ANNUAL celebration of President Franklin D. Roosevelt's Birthday on Jan. 30 was broadcast on CBS, MBS and NBC during a special hour program 11:15 p.m.-12:15 a.m. (EST), with pickups from the White House in Washington and from various Birthday Balls all over the country. Acknowledgment of the nation's salute was made by the President, followed by short addresses by Keith Morgan, national chairman of the committee in charge of the celebration; George V. Riley, chairman of the Greater New York Committee, and E. Frederica Millet, director of the radio committee.

The Lever Bros. *Big Town* program on CBS was broadcast from Washington on Jan. 30, featuring Edward G. Robinson in a special dramatization of the battle against infantile paralysis. To obtain further funds for the drive, Jack Benny on Jan. 28 placed a 75c admission charge on the studio audience attending the broadcast of the Jell-O program on NBC from the Oakland (Cal.) Civic Auditorium.

AT ITS second annual meeting, held Jan. 9 in Charlotte, the North Carolina Assn. of Broadcasters endorsed Broadcast Music Inc. and elected these officers: Richard H. Mason, WPTF, president; Don Elias, WWNC, vice-president; Richard A. Dunlea, WMFD, secretary; E. J. Gluck, WSOC, treasurer. The offices named Brice Beard, WSTP, A. E. Joscelyn, of WBT and F. C. Todd, of WGNC, directors for 1940. At luncheon were (reading clockwise from bottom, center) L. L. Caudle Jr., Paul Norris, WSOC; John W. Schultz, WSTP; W. C. Irwin, WSOC; Jim Coad, WHKY; J. F. Hurley, WSTP; Mr. Beard; Mr. Elias; Mr. Mason; Mr. Gluck; Bob Bingham, John E. Thayer, WWNC; Wayne Nelson, WMFR; Jonas Weiland, WFTC; Mr. Todd; Pat McSwain, WGNC; E. S. Long, WHKY. Mr. Dunlea was not visible in the luncheon photograph.

'Pot O' Gold' Brings Congress Echoes; Wigglesworth Complains of NAB Code

CARRYING an appropriation of $2,116,340 for operation of the FCC during the 1941 fiscal year, an increase of $278,165 over 1940 funds, the Independent Offices Appropriations Bill was passed by the House Jan. 18. After consideration by the Senate Appropriations Committee, it was expected the bill would pass the Senate without change, insofar as the FCC is concerned, early in February. Chairman Fly appeared briefly before the Senate subcommittee, headed by Sen. Glass (D-Va.), on Jan. 30 to justify the increased FCC appropriation.

The only Congressional change in the 1941 FCC funds, as approved by the Budget Bureau, was disallowance of an $8,660 item for additional personnel to carry on the work of the Interdepartment Radio Advisory Committee. The House Appropriations Committee, in cutting the minor item, pointed out that it retained the budget language, which will allow continuance of the work with existing personnel. The $278,165 increase is divided into two parts, $128,165 for personnel and $150,000 for modernizing monitoring equipment.

Little Radio Action

With Congress operating at more or less half-speed, there has been little positive or direct radio action. On Jan. 18 the Senate for the second time pigeonholed both the Logan Bill (S-517) to revise administrative court procedure and the Johnson Bill (S-915) to prohibit alcoholic beverage advertising on the radio. The radio contest controversy received a shot in the arm Jan. 23 when Rep. Tenerowicz (D-Mich.) had printed in the *Congressional Record* two letters he had received, protesting the operation of the Tums *Pot O' Gold* program as causing a loss to theatre operators "at modest estimates, of over $1,000,000 a week".

On Jan. 29 Sen. Johnson submitted an amendment in the nature of a substitute for S-517, prohibiting the payment or acceptance of payment for alcoholic beverage advertising on the radio. Penalties provided in the substitute measure include cancellation of station license by the FCC, cancellation of the liquor license of the advertiser by the Federal Alcohol Administration, as well as maximum fine of $1,000 or one year imprisonment for violation. He declared he would seek consideration for the bill as soon as possible.

Debate on the FCC section of the Independent Offices supply bill brought pointed allusions to things to come from Reps. Connery (D-Mass.) and Wigglesworth (R-Mass.), both perennial critics of the FCC. Making a broad statement of "the need for an immediate Congressional investigation of the entire subject of radio, particularly the apparent inability of the members of this Commission (FCC) to protect the public and to eliminate or set aside the present radio monopoly," Rep. Connery referred specifically to "bankrupt" applicants, extortionate profits of networks and "trafficking in governmental franchises". In connection with his general observations, Rep. Connery had reprinted in the *Record* a list of various types of applicants furnished the Appropriations Committee during hearings on the measure.

The investigation idea was advanced further by Rep. Wigglesworth in an extension of remarks on the bill printed in the *Record* Jan. 24. "Nothing has transpired to indicate that a thoroughgoing investigation of the entire field of radio broadcasting and its regulation by the FCC is not imperative in the public interest," he declared.

Rep. Wigglesworth's remarks took another familiar tack as he discussed "the threat of censorship". "A year ago complaint was made against the regulation imposed upon licensees for international broadcasting limiting broadcasts to those 'reflecting the culture of the country and promoting international goodwill, understanding and cooperation'. That regulation was withdrawn under pressure of public opinion. Today, however, we are confronted by the code of the NAB, apparently having the implied blessing of the Commission, as a result of which it is impossible to discuss any controversial issue on the air in time purchased for the purpose. Discussion is possible only on free time, and the use of free time is of course in the absolute control and discretion of the broadcasting station. The danger of abuse of this discretion, in the hands of broadcasting stations, is self-evident."

A letter to Rep. Tenerowicz, dated Jan. 17, from Cooperative Theatres of Michigan Inc., theatre operators' organization, termed *Pot O' Gold* and other similar programs offering large cash prizes as gambling enterprises violating Sec. 316 of the Communications Act. "Our point of complaint is that people stay home listening to this program and stay away from the theatres," the letter stated after referring to the $1,000 cash prizes awarded "lucky listeners". "They are staying away to the extent, at modest estimates, of over $1,000,000 a week". The group previously had filed a complaint with the FCC, it was pointed out, and although it made no specific suggestions as to legislative action in case of unsatisfactory FCC disposal of the matter, the letter asked for "help".

The Other Fellow's VIEWPOINT

Sorry!

EDITOR, BROADCASTING

It has been brought to our attention that on page 49 of your Jan. 1 issue you said that Erwin, Wasey & Company, San Francisco, is the agency in charge of Tillamook County Creamery Association advertising. This is incorrect. We have handled, and are continuing to handle, all Tillamook advertising. This has been going on for 20 years.

M. W. MANLY,
Vice-President,
Botsford, Constantine & Gardner

HOLLIWAY STARTS NEWSPAPER TIEUP

IN A DEAL worked out by Harrison Holliway, general manager of KFI-KECA, the *Los Angeles Daily News* and *Evening News*, for the first time in more than two years, on Jan. 15 started using daily radio columns. It is a reciprocal agreement, with Manchester Boddy, publisher of the tabloid newspapers, doing a series of twice-weekly quarter-hour commentary programs on KFI. The daily seven-inch column in both newspapers is headed "Radio Fanfare", and bylined by Bernie Smith, publicity director of the two stations. It is announced as an "advertisement". News is devoted to KFI-KECA and NBC programs.

CBS and the *Los Angeles Times* for several months have been employing each other's facilities for promotional purposes. Bill Henry, *Times* columnist, conducts a weekly quarter-hour news commentary on 14 CBS Pacific Coast stations. The program emanates from KNX, Hollywood, and is being heavily promoted by both the *Times* and network. The newspaper also uses spot announcements on KNX to promote its new features and contests, and reciprocates with a series of two-column advertisements on CBS and KNX special events and outstanding sustaining shows, in the Sunday editions. CBS also gets considerable news space for its special features.

Mid-Western Farmers Listen Because—

The WLW Microphone Brings Them All Major Farm Events

LUCKY BOY THE 2ND, Grand Champion Fat Steer at the International Livestock Show at Chicago—an event thoroughly covered by WLW.

Records show that the WLW Agricultural Special Events Staff traveled 36,312 man-miles in 1939 (enough mileage to go one and one-half times around the world) in bringing every important event of interest to farmers in WLW-land.

Whether it is an Exposition in Kansas City, New Orleans or New York, or an event on a nearby farm, if it is attuned to the life of rural WLW-land our Agricultural staff is there to bring it to mid-western farmers. That is one reason why listening to WLW is an established farm habit—one reason why WLW is the Number One buy for manufacturers wishing to reach the greatest rural audience in the country.

IN 1939, FARMERS HEARD THESE SPECIAL FARM EVENTS BROADCAST ON WLW.

- International Livestock Exposition, Chicago, Ill.
- American Royal Livestock Exposition, Kansas City, Mo.
- World Poultry Congress, Cleveland, O.
- Farm Programs at World's Fair, New York.
- Ohio State Grange Annual Meeting, Columbus, O.
- National 4-H Club Congress
- American Farm Bureau Annual Meeting, Chicago
- Ohio State Corn-Husking Contest
- Farm & Home Weeks from State Agricultural Colleges in Ohio, Indiana, West Virginia, and Kentucky
- Ohio, Indiana and Kentucky Farm Bureau Conventions
- Mid-American Farm Chemurgic Conference, Columbus, O.

Editor **WALTER LLOYD** of the Ohio Farmer and WLW Farm Announcer Ed Mason at the Ohio State Corn-Husking Contest at Delaware, Ohio, October 27, 1939.

STUCK IN THE MUD, but the WLW Mobile Unit gets through to pick up another farm event for rural listeners of the Nation's Station.

W L W
WLW
NNATI
UNIT Nº2

WLW THE NATION'S *most "Merchandise-Able"* STATION

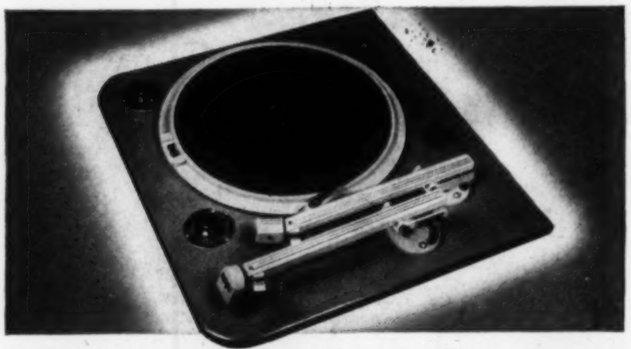
REPRESENTED BY
TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION
NEW YORK - - - - CHICAGO

RCA EQUIPMENT FOR HIGH FIDELITY

Recording and Reproduction of Transcribed Programs

OVER 1400 RCA 70 SERIES transcription turntables are now in use. Surely this is impressive evidence of the high regard broadcasters have for the performance of this equipment. Designed to meet every requirement of all types of transcribed programs, RCA equipment gives maximum dollar for dollar service.

• RCA 70-C Turntable With Lateral Pickup! Long wear Diamond Point Stylus. Frequency response 30 to over 9,000 cycles. Low distortion. High quality Lateral Reproducer, adjustable filters for properly reproducing all recordings. Accurate timing. Low noise level in reproduction, operates quietly. 33⅓ and 78 RPM—speed change mechanism in rim where it can be seen at all times and can be changed quickly. Quiet starting synchronous motor with gear speed reducer provides accurate timing. Large flywheel which always revolves at 78 RPM. Large front door provides complete accessibility. Finished rear of cabinet improves appearance.



• Vertical Pickup Attachment Type 71-C. Proper frequency response in reproducing present day vertically cut recordings is assured by a new compensator. The tone arm is similar in appearance and construction to the lateral tone arm of the 70-C. Pickup head is of the moving-coil type with a diamond point stylus.

• Instantaneous Recorder Attachment Type 72-C. Complete with fittings to adapt it for use on 70-C turntable. RCA "float stabilizer" prevents "flutter." High quality 6,000-cycle cutting head. Three pin drive prevents slippage and eliminates knocks. Spiraling handwheel permits separating selections without breaking continuity of groove. New lowering mechanism prevents damage to stylus. Accurate and convenient adjustments for stylus pressure and angle.

FOR FINER PERFORMANCE...
GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

Use RCA Radio Tubes in your station for reliable performance

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Ave. • Chicago, 589 E. Illinois St. • Atlanta, 530 Citizens & Southern Bank Bldg. • Dallas, Santa Fe Bldg. • San Francisco, 170 Ninth St. • Hollywood, 1016 N. Sycamore Ave.